

# THE Publishers' Weekly

*The American Book Trade Journal*

62 West 45th Street, New York

VOL. CXIX

NEW YORK, MAY 30, 1931

No. 22



**Lincoln STEFFENS**

WILL SELL

ICIO  
hb

**Autobiography**

"I do not know any other book of the last ten years, not excepting Beard's 'Rise of American Civilization,' that has more to say about America or says it as well."—LEWIS GANNETT. *N Y Herald Tribune*.

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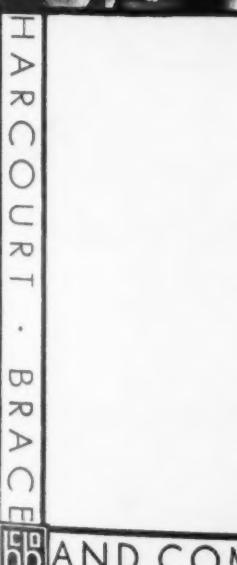
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author of "America Comes of Age"

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"He is the biographer of great nations as Emil Ludwig is the biographer of great men. This book will make, and deserves to make, a stir"—*N Y Herald Tribune*. \$3.00

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"Jungle Ways is Seabrook's masterpiece. An integrity of personality is so persistent in this book as to make it almost unique in modern literature."—CARL VAN VECHTEN.

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CHICAGO HERALD EXAMINER, CHICAGO, ILLS.

I DONT BELIEVE THAT THE GROUND THAT HOLDS ROCKNE DEAD BEARS ALIVE A MORE NOBLE NOR FINER GENTLEMAN AND I KNOW OF NO ONE MORE QUALIFIED TO WRITE THE STORY OF HIS LIFE THAN MR WARREN BROWN. HE NOT ONLY KNEW MY COACH INTIMATELY BUT HE WAS THOROUGHLY ACQUAINTED WITH THE ENVIRONMENT IN WHICH HE DID HIS LIFES WORK AND HE HAS BEEN SO CLOSELY ASSOCIATED WITH ALL OF ROCKNES PLAYERS AND COACHES THAT HE HAS SEEN THIS GREAT MAN FROM ALL SIDES. HE KNEW THE WORKMAN, HE KNEW HIS WORKSHOP AND HE KNEW THE HANDICRAFT OF HIS WORK. I NEED NOT TELL YOU OF HIS ABILITY TO PORTRAY THIS GREAT CHARACTER.

E P (SLIP) MADIGAN

**ROCKNE***By Warren Brown**Foreword by Father O'Donnell, Prest., Notre Dame**Commended by Rockne's "Four Horsemen"  
and many of his other famous stars.**First Large Printing Sold Before Publication**Tremendous Publicity by Newspapers and Radio**Price \$2.50 Net**Order NOW***REILLY & LEE — Publishers — Chicago**

THE PUBLISHERS' WEEKLY, 62 WEST 45TH ST., NEW YORK CITY. Vol. CXIX, No. 22  
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Diplomacy  
from Behind  
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Frank that  
the Author  
Forbade  
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Until  
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Death!

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Presents a clear view of the whole of European diplomacy at the turn of the century.

Entirely outspoken. A source book for years to come.

Selling Suggestions:

Your customers who bought Mark Sullivan's books are prospects for this volume.

All public, high-school, and college libraries will need it. Keep track of all purchasers of this first volume, to insure selling them the succeeding three volumes.

Every sale of Volume I is a potential \$20.00 sale!

READY ON JUNE 12  
With 16 illustrations. \$5.00

Publishers

LITTLE, BROWN & COMPANY Boston

5 OUT OF 9

## BEST-SELLERS

*in a List*

*Compiled by A. C. McClurg Company  
and printed in the Chicago News*

### FICTION

1. THE ROAD BACK (Little, Brown)
2. CAPTAIN BLOOD RETURNS (Houghton Mifflin)
3. THE SQUARE CIRCLE (Houghton Mifflin)
4. AMBROSE HOLT AND FAMILY (Stokes)
5. YEARS OF GRACE (Houghton Mifflin)
6. WHITE FAWN (Houghton Mifflin)

### NON-FICTION

1. BONERS (Viking)
2. NEW RUSSIA'S PRIMER (Houghton Mifflin)
3. FATAL INTERVIEW (Harpers)

A Record?

**HOUGHTON MIFFLIN COMPANY**



The Mark of  
Worthy Books

## Thrice a Book!

By Lloyd C. Douglas

# Magnificent Obsession

*A tale of love and mystery*

*A challenge of religio-social conditions*

*A startling philosophy of personality growth*

### Other Steady Selling Titles

#### Two-Minute Stories

as told by C. S. Patton

Easily remembered and easily told anecdotes each with a single vivid constructive point.

\$1.25

#### The Bible Through the Centuries

By Herbert L. Willett

A Christian scholar's study of Scripture sources.

\$3.00

#### Quotable Poems

Compiled by Thomas Curtis Clark and Esther A. Gillespie

Inspirational, spiritual, romantic and modern in tone. Wide as life. Over 500 poems—everyone quotable.

\$2.50

This book is looming larger every day. Eighteen months after publication it is in the "Best Seller" class. Against the prospective of time it may emerge as a literary high point establishing a definite style of writing as did Butler's "The Way of All Flesh" and more recently Hemingway's "Farewell to Arms."

Anyway "Magnificent Obsession" is going stronger than ever. It is safe to conclude it will be a big seller this spring and a leader for summer reading.

Certainly it should be!

\$2.50

Willett Clark & Colby

440 So. Dearborn St.

CHICAGO

NEW YORK

200 Fifth Avenue

**from THE INNER SANCTUM of  
SIMON and SCHUSTER  
Publishers • 386 Fourth Avenue • New York**

 Public Clamor and Mounting Demand from The Trade forced Your Correspondent to accelerate the production of *Cross Word Puzzle Book—Series Twenty*.

 Originally scheduled for mid-June, this latest volume by the BURANELLI-PETHER-BRIDGE-HARTSWICK triumvirate was advanced to May 28th (price unchanged at \$1.35) and many dyed-in-the-wool puzzle fans planning trips to Europe, Decoration Day week-ends, and early summer vacations, Breathed Easier.

 Our statements about Public Clamor and Mounting Demand from The Trade are Strictly Net, and for the benefit of The American Skeptics Society, and the edification of *Believe It or Not* RIPLEY, our Scotch auditors and statisticians have extracted from the uncensored, unpadded sales reports the chart reproduced on this page, showing the steadily rising annual sale of SIMON AND SCHUSTER *Cross Word Puzzle Books* during the last five years.

 The *Inner Sanctum* recalls no other instance in the history of bookselling or the chequered annals of folkways Americana, of a frenzied fad which shot up to spectacular best-seller heights (1924), shot down to a temporary slump (1925), and then rallied (1926) to a sound and stabilized basis, pointing ever higher year after year. . . .

 Your Correspondents fling this statistic in the teeth of the depression, and, by the beard of the prophet, summon IRVING FISHER, ROGER BABSON, COL. LEONARD AYRES, and STUART CHASE to behold one industry which soundly gears its output to con-

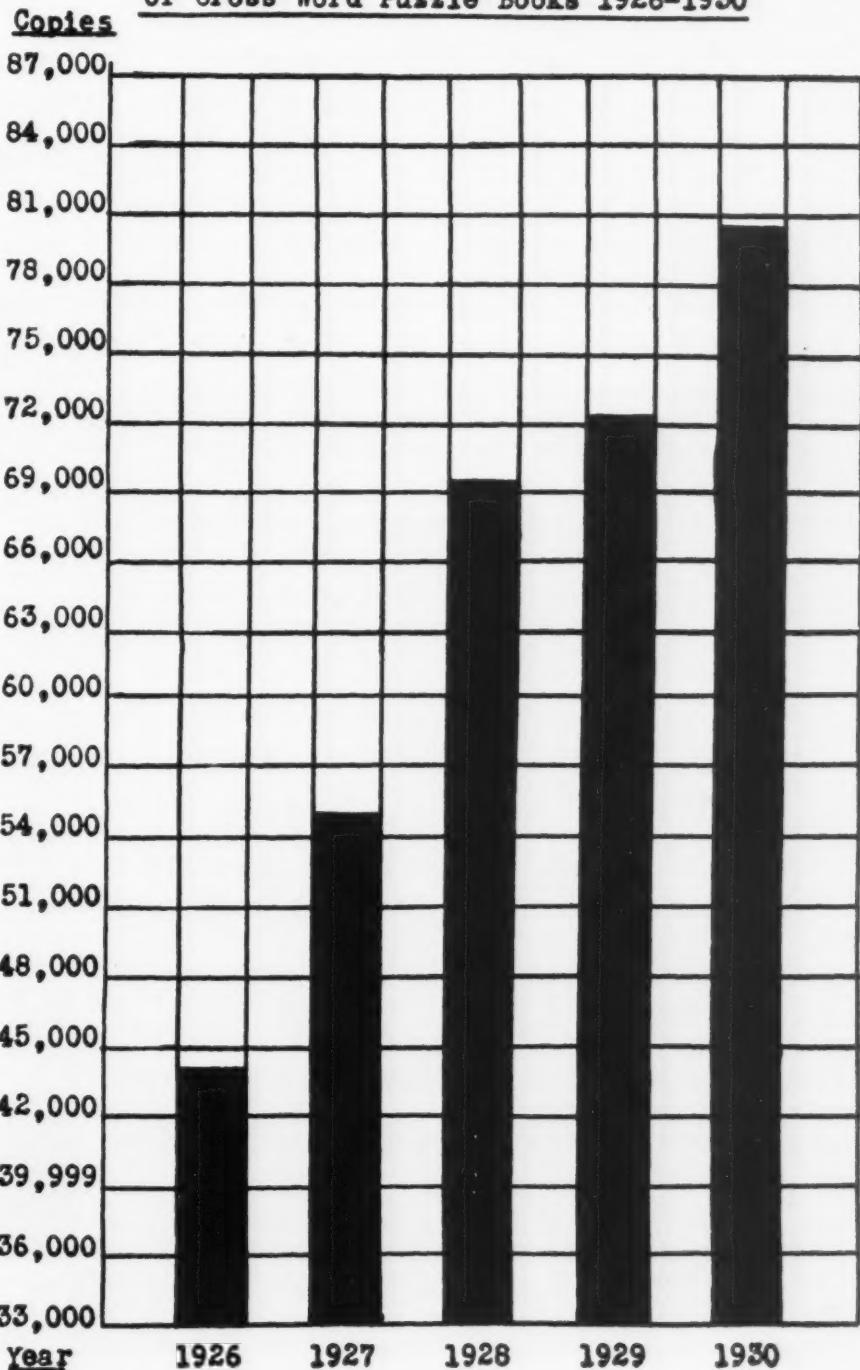
sumer-demand, and which by the grace of the Gods of Emu and the friendly cooperation of the book-sellers, is panic-proof. In fact, in an era of planless drifting, chaos, and declining markets, the *Cross Word Puzzle Books* constitute a Rock of Gibraltar [if the type-setter is a fan he will not spoil the pun by adding the "k"].

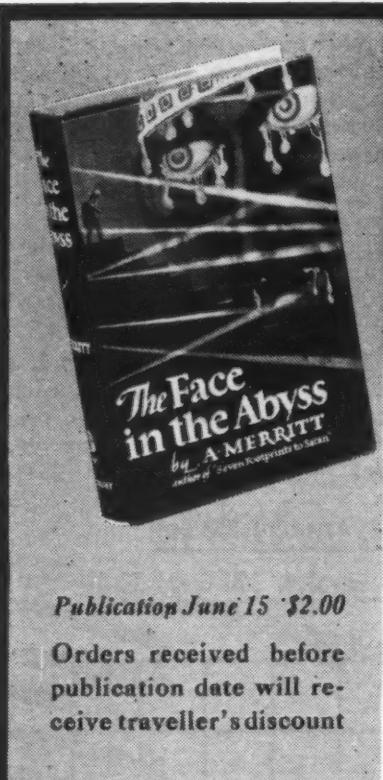
 The old war-cry of the embattled sales-managers is particularly appropriate in this case: *Are You Getting Your Share of This Business?*

 A striking orange-and-black window sticker to proclaim the publication date of each new puzzle book as it appears has just been prepared . . . If your shipment has not arrived, please Wire Collect [phrase copyrighted 1931].

**Simon and Schuster's Annual Sales**

**of Cross Word Puzzle Books 1926-1930**





Publication June 15 \$2.00

Orders received before publication date will receive traveller's discount

# The Face in the Abyss

by A. MERRITT

author of "SEVEN FOOTPRINTS TO SATAN"

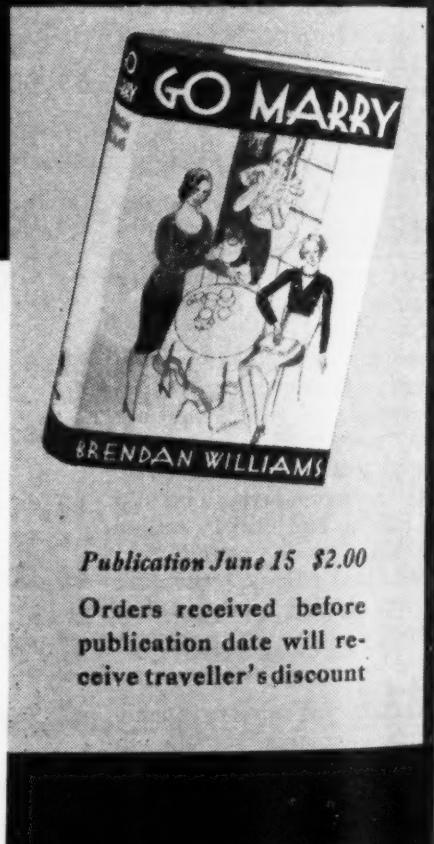
If you have never read one of Mr. Merritt's fascinating stories, you have missed the highest adventure in imaginative fiction since SHE but one far more credible to the modern mind. THE FACE IN THE ABYSS is stimulating mental and emotional experience: a transport into a unique world of fantastic, romantic adventure, strange people and cosmic wonders.

## RECOMMENDED TO DIVERSION SEEKERS

### Go Marry

by BRENDAN WILLIAMS

The amatory adventures of three young London typists. GO MARRY describes the free and easy life led by two of the trio before being joined by the third, who has been strictly brought up. There follows the casual evening turned into a week-end with its diverse consequences. A lively novel.



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Publication June 15th

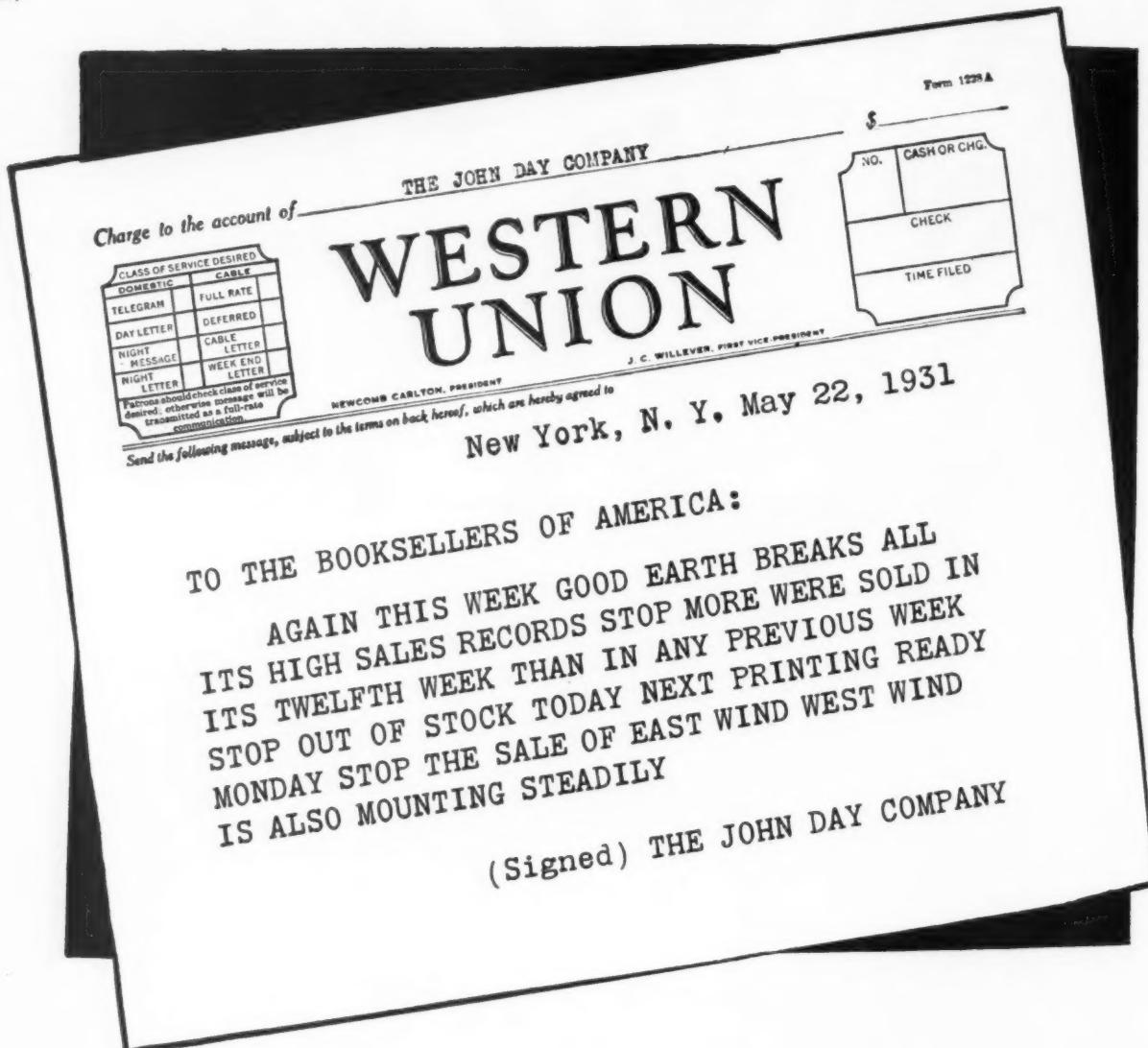
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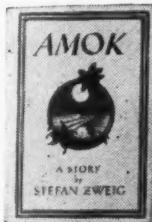


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# THE GOOD EARTH

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# Can a small book be a BIG book?



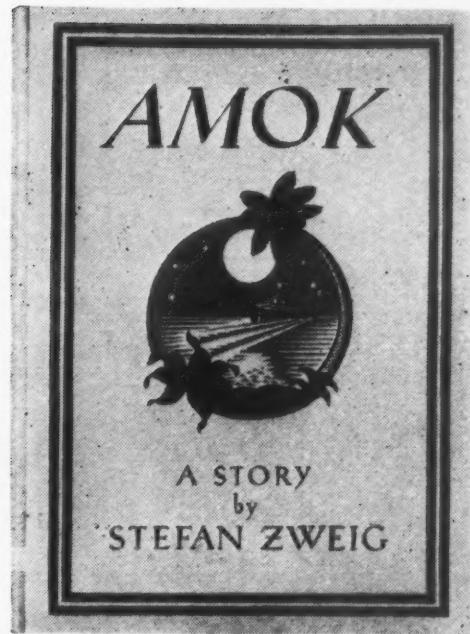
Into a short novel (about the size of *Fräulein Else*) Stefan Zweig has packed one of the most exciting stories we've ever published. It is the tale of a white man who ran amuck in the Dutch East Indies bringing disaster to himself and the woman he desired. We predict great success for this book—the same sort of success it has had in Germany, in France, all over the Continent. The format is well suited for train reading, for steamer baskets, for the week-end gift. It can be read quickly but forgotten slowly—if ever. It is generally acknowledged to be Zweig's masterpiece in the field of the short novel—a field in which he stands supreme. It was never translated before for fear that its subject matter might prove too daring for the Anglo-Saxon taste. Now with the broadening of *mores* we present *Amok* to you backed up by a large advertising campaign and the conviction of certain success. You sold *Joseph Fouché* last Summer, you'll sell *Amok* many times as well this Summer.

# AMOK

## BY STEFAN ZWEIG

*Translated by EDEN and CEDAR PAUL*

*Coming June 15th . \$1.50*




---

### OTHER VIKING BOOKS on the Summer List

**DEATH AND TAXES**  
*by DOROTHY PARKER*  
June 15th. \$1.75

**DWARF'S BLOOD**  
*by EDITH OLIVIER*  
June 29th. \$2.50

**SEVEN DAYS**  
*by ANDREAS LATZKO*  
July 17th. \$2.50

**THE VIKING PRESS**  
18 East 48th Street, New York



**FIRST  
PLACE  
in**

**Week-day Book Advertising**

	<i>March</i>	<i>April</i>	<i>Total</i>
*Herald Tribune	21,458	19,152	40,610
Sun . . .	11,082	14,376	25,458
World-Telegram	10,564	8,749	19,313
Times . . .	7,559	8,834	16,393
Post . . .	6,445	14,265	20,710
American . .	1,708	878	2,586

\*Herald Tribune week-day and Sunday book lineage  
for the two months of March and April is 101,134.

**for RESULTS *Publishers are using the***

NEW YORK  
**Herald Tribune**

A collage of various newspaper advertisement mats for books, featuring titles like "What's a Vacation without Books?", "We Can't All Go Away...", and "A Good Novel is a Vacation in Itself!". The mats are arranged in a non-linear fashion, overlapping each other. Some mats include illustrations of people, cars, and landscapes. The text on the mats is dense and varied, often including lists of book titles and authors. The overall theme is the promotion of reading as a vacation activity.

# ABINGDON

## THE DRAMATIC METHOD IN RELIGIOUS EDUCATION

By W. Carleton Wood

A volume of unusual value which carefully establishes the psychological basis of the drama as a factor in religious education. It explains the procedure of dramatic presentation with remarkable completeness.

Illustrated. Net, \$3.00; postage extra.

## EDUCATION FOR WORLD-MINDEDNESS

By Albert John Murphy

The author has studied and evaluated the viewpoints of eighty ranking thinkers in the fields of sociology and missionary education. As a result the book is up to the minute in the psychology of missionary education.

Net, \$2.50; postage extra.

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By Herman Harrell Horne

"We know of no other place in which the different educational systems of other days and other countries find such accurate appraisement in few words."—*Watchman Examiner*.

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## THE ORIENT STEPS OUT

By Mary Jenness

Clustered about three picturesque characters, from India, China and Japan, the author tells a vivid and highly informative story of Oriental life. Illustrated.

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Teacher's Manual. Net, \$1.00; postage extra.

## LOOKING AT LIFE THROUGH DRAMA

By Lydia Glover Deseo and Hulda Mossberg Phipps

"This book demonstrates the impressive value of the drama as a method of moral teaching by presenting four dramas, treating four of the great socio-religious problems of our time."—*The Christian Sun*.

Net, \$2.00

## ALBERT SCHWEITZER The Man and His Work

By John Dickinson Regester

"A brief, sympathetic, and informing study of one of the really remarkable men of our day. Conspicuously distinguished in four great fields of human endeavor, this self-forgetful Alsatian is greater than any of his achievements."—*Monthly Book Chat*.

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## THE CHURCH SCHOOL IN ACTION

By Arthur Kendall Getman

"I have never read a book in the field of religious education that has more completely conformed with the best principles and techniques of good teaching."—Prof. W. F. Stewart, Ohio State University.

Net, \$1.50

## THE INVISIBLE CHRIST

By Ricardo Rojas

"It is a strong piece of Latin-American literature, an insight into the psychology of the Latin race and a specimen of the finer minds which live above the traditional lines of South America and its revolution."—*Boston Transcript*.

Net, \$2.50

## THE ABINGDON PRESS

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PITTSBURGH

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KANSAS CITY

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SAN FRANCISCO PORTLAND, ORE.

To be published June 3

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toppled all records—brought in the  
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motion picture ever produced

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**MORE COMPLETE**                           **MORE AMAZING**  
**WONDERS WITHOUT END**

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**ADVENTURER.**  
Leader, Colorado  
African Expedition,  
the first motor ex-  
pedition to cross Central  
Equatorial Africa  
from the Indian Ocean  
to the Atlantic.

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distinguished and growing list of*

**FARRAR & RINEHART PLAYS**

*. . . of . . .*

**PRECEDENT**

**A Play About Social Justice**

**By I. J. GOLDEN**

*To be published immediately . . . Price, net, \$2.00*

THE most striking and dramatic event of the current theatrical season is the production of PRECEDENT, a play based on the Mooney-Billings case, at the Provincetown Theatre in New York.

It is the story of a labor leader, Delaney (really Mooney) who is "framed" by a traction company after it has tried unsuccessfully to bribe him. The testimony that convicted him is repudiated even by the state. Then, as an ironic act of "mercy," the death penalty is commuted to life imprisonment.

In the tiny theatre (once a stable) where in years past, the plays of Eugene O'Neill, Susan Glaspell and Maxwell Anderson first saw light, blasé theatre-goers and hardened critics who saw and heard PRECEDENT were treated to an electrifying experience.

Every reviewer in New York, without attempting to pass judgment on the social justice of its powerful plea, was carried away by its drama. Night after night the theatre has been packed to the doors by masses of people in all walks of life, one in their enthusiasm.

**• • F-R Plays • •**

**THE VINEGAR TREE**

*By PAUL OSBORN*

"Sustained and sophisticated comedy possessing the breath of bitterness and the touch of tragedy." GARLAND, *World Telegram*. \$2.00

**LYSISTRATA**

*Adapted from the Greek of Aristophanes by GILBERT SELDES*

"Gay and rowdy farce, blending in this new and modernized version ideas and slapstick with happy freedom." LOCKRIDGE, *Sun*. \$2.00

**BRASS ANKLE**

*By DUBOSE HEYWARD*

"A provocative and terrifying play . . . drama, relentless, unafraid." ROBERT GARLAND, *World Telegram*. \$2.00

**ONCE IN A LIFETIME**

*By MOSS HART and*

*GEORGE KAUFMAN*

"Probably will remain the funniest comedy of the 1930-31 season." WALTER WINCHELL. \$2.50

**THE GREEN PASTURES**

*By MARG CONNELLY*

"The divine comedy of the modern theatre." ATKINSON, *Times*. \$2.00

Now, it is announced, PRECEDENT has been "moved uptown" under the aegis of a "regular" producer. Our edition is being rushed and will appear as quickly as possible.

The Mooney case attracted attention from coast to coast. This, plus the tremendous impression made by it as a play, indicates an enormous audience for PRECEDENT in book form.

**What Some of the New York Press Said About "PRECEDENT":**

The most engrossing political drama since the Sacco-Vanzetti play "Gods of Lightning" . . . acted with fervent sincerity . . . a play with an honest theme and an able company of actors . . . strong appeal.—J. BROOKS ATKINSON in *The Times*.

Terribly moving and carried along by a genuine passion. It has something to say—something prejudiced, perhaps, but violently believed in; it says it harshly and crudely, but it gets it said.—GILBERT SELDES in *The Graphic*.

Its effect was to arouse a stifling audience to surging indignation.—JOHN ANDERSON in *The Journal*.

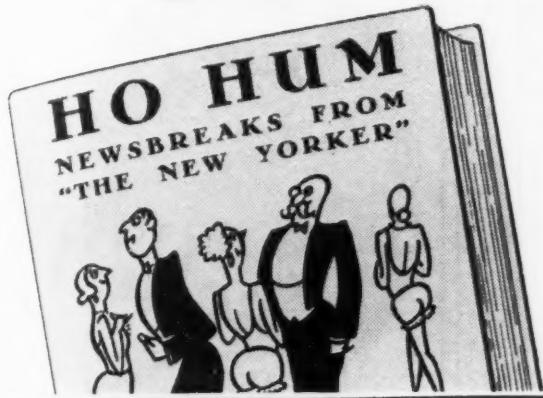
It had me believing, aroused me, yanked me out of a nice Spring languor and made me want to do things about it, them and everything.—GILBERT W. GABRIEL in *The American*.

"Precedent" is calm in statement, moderate in bias, sanely and, so far as good drama permits, dispassionately reasoned . . . bits of fine drama are holding and human.—BURNS MANTLE in *the Daily News*.

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and we'll be satisfied, as who wouldn't?

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**HO HUM**

Newsbreaks from THE NEW YORKER

The book that proves that grown-ups make boners, too. With an introduction by E. B. WHITE. Hilariously illustrated by SOGLOW.

*Announced at \$1.50. Will be \$1*

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CUSHING. It spoofs the Nudist Cult; with thoroughly unmodest drawings by GORELIK.

*Was \$1.50. Now \$1*

**BEDS**

GROUCHO MARX's horizontal laugh hit,

illustrated with action photos by the author.

*Was \$1.00. Still \$1*

FARRAR & RINEHART

9 East 41st Street, New York

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(Don't let that stop you, just keep on going!)

I would like to have, absolutely FREE, one each of the books checked below, strictly for my personal library (unless I should run out of stock some Saturday). Have your shipping department follow its usual custom of sending them by carrier pigeon, collect.

If entirely satisfied that they're as funny as you think they are, I'll buy some. (Pub. Note. How many?)

..... **HO HUM**

..... **BARELY PROPER**

..... **BEDS**

NAME.....

*(You can do that signature full justice here!)*

STORE.....

# THE COLUMNIST MURDER

LAWRENCE SAUNDERS

Tommy Twitchell  
You Don't Tell Me—

John Gant and Claire Rivoli will come up with the title guarantee . . . Rita Murillo never heard of the other one it's been a而 headline "Murillo bought a Chicago gangland merger is what he came East just to see the camera shy" Crane was a stock Add Hundred Most Need paid nudes on view along Anatol went and he objected to her appeal out of a job . . . Alice de Kosla, he straight to Reno via Westport, Iana bound . . . Genial Gene Mahoney soon to be added to the list didn't

Walter Winchell  
On Broadway

Copyright, 1931, by Daily Mirror, Inc.

A Columnist's Sec'y Jots Down a Few Notes

Dear W. W.: I saw a sample jacket of "The Columnist Murder," the crime novel which Farrar-Rinehart plan to present in July . . . It is a striking cover for a book, revealing a blood-stained finger pointing to an item such as appears in your quidnunc col'm . . . A blurb states: "A gossip item looked harmless, but three gruesome deaths followed!" . . . Have yourself a shiver . . . They say, however, that Lawrence Saunders a shiver . . . Burton Davis to you! has done a thrilling job of it, but so far as I am concerned he will go down in literary history as being another novelist who turned yellow when it came to mentioning your name,

when he meant you . . . He calls his central character "Tommy Twitchell" . . . How subtle! . . . At any rate, this is the book in which you are killed while in a phone booth during a performance of the "Follies" . . . By the way, Time of the magazine . . . phoned . . . Wanted to know if the time had not expired to Zit's Weekly of six months ago . . . in the statement of six months ago . . . bumped off within six months . . . As soon as you come in rush up to Mr. K. . . What have you

billions of The Bookman stand your blunder in print Dorothy Parker's "Call" novelette appears in The Yorker

THE BOOK  
will be published  
June 25

Winchell  
said this May 8

Spotl

THE COLUMNIST MURDER  
Farrar & Rinehart

\$2

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 30, 1931

31ST ANNUAL CONVENTION

AMERICAN BOOKSELLERS' ASSOCIATION

Philadelphia, May 18-21, 1931

HOTEL BELLEVUE-STRATFORD

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## President's Address

George W. Jacobs

ONE year ago you honored me by electing me President of our Association. In accepting the election I pledged you my best efforts and I have conscientiously tried to fulfil the duties of the office committed to me.

I wish to commend the intelligent and unsparing efforts of our Executive Secretary, Ellis W. Meyers, in the manage-

ment of the affairs of his office, which efforts are largely responsible for the progress we have made during the past year. I also wish to acknowledge, on your behalf, to Frank Magel and the members of the Executive Committee and to Stanley G. Remington the faithful and unstinted attention which they have given to the duties of their positions.



*George W. Jacobs*

In this address I shall not attempt to review the events of the past year nor the transactions of the Executive Committee, the Board of Directors and the Treasurer's office, for these will be reflected in the discussions which will take place and the reports which shortly are to be made to you.

An age-old condition still confronts us, i.e., the apparent determination of the publishers to secure business through any channel, irrespective of its effect upon retail bookselling as a whole. Practically every publisher admits that the retail bookstores are his best outlet. Why not then plan to develop them to the greatest possible extent rather than undermine them by the adoption of sales methods and practices such as the following:

New fiction at one dollar.

Selling direct to libraries.

Insertion of private mailing cards in books issued by them requesting the name and address of the purchaser, thus using the bookstores as a medium to increase their mailing list for direct business.

Book clubs with all their multifarious evils.

Mail order campaigns designed to bring business direct to the publisher.

The chief concern of publishers should be better distribution through the established agencies, the bookstores, and the publishers should recognize at the same time the futility of making it possible for inexperienced people, with little or no capital, to start in the book business, for bankruptcy is the inevitable result as has been the case in many instances.

A recent editorial in the *Publishers' Weekly* stated that printing and binding machinery has reached such a stage of efficient installation that three books can be turned out for every one that has a market created for it. What becomes of the 66-2/3% for which no market has been created? The booksellers can probably furnish the answer in unsalable stock.

The concentration of advertising in New York City is an affront to the entire trade. In some recent correspondence with a publishing firm upon this subject they admitted that they had contracted for 50,000 lines in New York City; 3000 in Boston; 4500 in Philadelphia and 2000 in Los Angeles. If the judgment of this firm, as to the value of the relative book markets of this country is correct, the potential value of New York as a book market is five-sixths, as compared with one-sixth for all of the rest of the country. This is so obviously absurd that no one will have the temerity to defend it. The only argument that can be and is advanced is that some of the New York papers have a substantial circulation throughout the entire country. If you get these figures and compare them you will find that they do not substantiate this contention.

As a result of some considerable thought, I have two proposals to make which I believe to be absolutely sound from a practical standpoint for both publisher and bookseller.

1. That beginning July 1, 1931, for a period of 6 months for each title, all purchases of new books by booksellers of established reputation be on the basis of 50% purchased outright and 50% subject to return.

On first thought this may sound like a rather radical and one-sided proposition but a few moment's consideration will con-

vince you that it is not. The adoption of such a plan would, in my judgment, more successfully solve the problem of "fewer and better books" than any other plan that has been proposed. If a publisher knew that one-half of the books issued by him were subject to return, it would unquestionably make him exceedingly careful of the manuscripts which he accepted for publication. On the other hand, it would enable booksellers throughout the country to represent, more adequately than they are now disposed to do, the really worth-while books which are issued from time to time. This additional display and consequent sale as a result of the books having been brought to the attention of the patrons of the bookseller who otherwise might never have seen them would, in my opinion, more than compensate the publisher for any loss sustained by the return of books.

It has been suggested that a 10% return privilege be granted on the entire purchases for a given period, i.e., once each six months or one year. The proposal made herein is, I think, fairer to both publisher and bookseller, for every practical bookseller should be able to order his staple stock intelligently enough so as not to become over-stocked. It is the *new* books which are bidding for the approval of the public and which the publishers are anxious to have displayed, and *they only* ought to be protected.

Lest the publisher may think this a one-sided proposition, let me remind him that he and his readers have had the opportunity to read the manuscript as has his office force, including his salesmen, whereas the bookseller, in the majority of instances, has to buy the book on sight and accept the high-powered sales talk of the salesman as gospel.

In view of these facts, the fifty-fifty proposition advanced is just to both publisher and bookseller.

Before announcing my second proposal, let me direct your attention to the experience of merchants in one or two other lines of business. A few years ago, the fountain pen business was very largely monopolized by one concern. Two other concerns entered the field and one of them at least, by aggressive merchandising methods, has changed the character of the business from one of practicality to that

approaching luxury and built up an enormous business. Not very long ago, you could buy a fairly good fountain pen for every day use for \$1.50, and \$3.50 was considered the luxury price. Now, \$5, \$6 and \$7 are ordinary prices for a good fountain pen and through the enterprise of these manufacturers, dealers are selling desk sets ranging from \$15 to \$50 and more. These manufacturers early conceived the idea that the way for them to be successful was to make it possible for the retail dealers who handle their product to be successful also and to this end they established an adequate discount and this discount applies to stock orders as well as to single pens ordered in special cases. This experience can be duplicated in other lines of business.

The book business is sick well nigh unto death. When I entered the business on my own account 38 years ago, there were four large retail bookstores in business in Philadelphia. Today not one of the four is in business on the same scale and they have not been for some years past. This is not a local condition but can be duplicated in many of the other cities throughout the country. My contention that the book business is sick, and has been for years, is therefore proved and in my opinion its sickness is *wholly financial*. Booksellers spend a goodly amount of energy contending with publishers for discounts when they ought to be expending this energy in selling more books. The present attitude of publishers generally on the discount question can lead to only one result, the pauperizing of the book business, and this is inexcusable since they have it in their power to remedy this condition, as *they* fix the selling price and also the profit of the bookseller.

My second proposal therefore is:

That beginning January 1, 1932, publishers grant a discount to booksellers of established reputation and approved credit, sufficient to cover the cost of doing business and provide a profit. Terms on stock orders, 2% for cash in ten days or sixty days net. This means that publishers would no longer be required to act as bankers for booksellers but that each bookseller would be expected to arrange with his local bank for financial accommodation.

It is notorious that the retailing of books is non-profitable. Does not self-interest dictate that the publishers, *for their own protection*, should change this condition?

There is no line of business with which I am familiar in which merchandise values depreciate to the extent that they do in the book business. The intrinsic value of books as compared with other articles of merchandise is pitiful. There is an old saying that "There is nothing deader than a dead book" and every bookseller has had the experience of having to sell at 25c., or 50c., books which cost him anywhere from \$1.20 to \$3. It is all the more necessary, therefore, to have a liberal discount to take care of depreciation in stock. A larger percentage of profit would permit the bookseller *to do more promotion work*, also to *build up a reserve* to withstand a period of depression such as we have experienced during the past year. Many illustrations could be cited to prove the wisdom of such a policy. The surest way to increase the number of successful booksellers is to make the selling of books at retail profitable. Furthermore, the amount of culture, education and knowledge required of book sales people entitles them to receive at least the wages of mechanics, and this we know is not the case today.

The author, the paper maker, the printer, the binder and the publisher are assured, as far as it is humanly possible, of their profit in manufacturing the product which is to be distributed through the bookseller, but the bookseller, who is the last link in the chain between those who have to do with the production and distribution, is caught between the upper and the nether mill stone. It is time for this condition of affairs to be changed and now is the time to do it. If the publisher should claim that he cannot afford to grant better terms than those now in vogue he should, as a vital necessity, arrange the economics of his business so that he could do so and thus preserve both publishing and bookselling.

To these two major proposals I ask the persistent cooperation of every publisher and of every member of the association, and I commend them to the convention for favorable consideration and adoption.

And now I would like to make a few suggestions for the consideration of publishers and booksellers alike. Why cannot

we of the trade interest those who have to do with educational matters and with the Boards of Education throughout the country by suggesting that a certain amount of time be set aside each week in the schools for the reading of some good book for the *pleasure* of it. How many of us have had an absolute distaste generated in us for some classic, while a school boy or girl, by having to analyze it minutely, telling what part of speech each word was and generally dissecting it until we were nauseated! As a consequence, we were never drawn again to that "classic" in later life. My suggestion would be to let a class vote for the books they would like to have to read and the teacher, if he or she is as wise as they usually are, will make a proper selection. I venture to say that the half hour or hour will be looked forward to eagerly by every pupil in the class. By some such method as this you could inculcate a greater love for reading, if not for literature, than could be obtained in any other way. This would be simply a starting point and could be carried through every grade in the school, if not to the colleges and universities. It would be inexpensive and you would be building from the ground up progressively.

Next, assuming that the publishers have decided to make the book business profitable, I suggest that they develop some plan for the education of young men and young women to enter the business of bookselling. The number of young men and young women (mostly young women) who enter the book business without any previous knowledge, and fail, is tragic, and yet how could you expect anything else? A short time ago, I was called upon by a graduate of a very well known college. This young woman was the daughter of one of our largest bankers. She wished to enter the book business and frankly said to me that her father had admonished her against it because, as he expressed it, "There is no money in the book business." First make the book business profitable and then make plans to educate these young college men and women who have a desire to enter the business so that they will be efficient representatives of the publishers, for in the last analysis, every efficient bookseller is really a representative of the publishers.

I again reiterate my confidence in the outcome of the Cheney Survey of the book-

trade and the joint conferences between the publishers and booksellers.

In conclusion, may I express the hope that we may enlarge our membership, so as to include all of those who sell books of whatever type, old and rare, second-hand, medical, scientific, educational and law, so that we may have one organization representing the entire retail booktrade. May I suggest further that we urge the publishers to give serious consideration to the establishment of a consolidated warehouse on the western coast for the benefit of both publishers and booksellers. Our Executive Secretary has proved conclusively that such a warehouse can be conducted

on an economical basis, and I hope the publishers will give this subject their early serious and favorable consideration.

I said the book business was sick. After 50 years experience, including the retail, jobbing and publishing branches, I ought to be able to express an opinion that is reasonably accurate. I do not offer these proposals as a panacea, but as steps toward a healthy convalescence.

And now, for "a strong pull, a long pull and a pull all together" to put both publishing and retail bookselling on a profitable basis and always remember that "A winner never quits and a quitter never wins."

## Report of the Executive Secretary

Ellis W. Meyers

**T**HIS convention marks the end of my sixth year in the book business.

It has been my hope since taking this position that I should be able to build an office from which each of you might derive such benefits as would make your membership in the Association of great value. It is my belief that the various departments organized in order to do this have been successful to some extent, but their real effectiveness has been hampered somewhat by the fact that a large number of booksellers have not taken the trouble to learn if every or any one might be utilized to advantage. There isn't the slightest doubt that most of the members of the Association who attend the conventions are the ones who have used the Executive Office and its various departments during the past few years, and it is not entirely fair, therefore, that this, which is intended for the convention, should be considered as a criticism of the members who hear it. It is rather in the nature of an apology (in a large part to myself) for the fact that the A.B.A. has not developed in quite the way in which I hoped.

The main purpose of any trade association is to bring about harmony and co-operation within the industry. We continually take up with such publishers or booksellers as offend, any matters of bad trade practice, and have succeeded in bring-

ing about a measure of harmony. Every effort is made to develop uniform practices and plans for the development and increase of business. Progress is, of course, indicated by the formation of the Joint Board of Publishers and Booksellers and by the development of the advertising department and the radio campaign.

There is no reason—at least I can think of none—why we cannot develop our strength to the point where we can obtain any reasonable thing that we desire or put a stop to any practice which, after the careful consideration of the officers and members of the Board, may be considered detrimental to our welfare. This is not meant in an antagonistic sense, nor is it intended to prophesy the grouping together of the members of the Association for the purpose of making war. As a matter of fact, it is the belief of a number of us that the continued strengthening of the Association will eliminate the guerrilla warfare that develops in the trade from time to time.

In order to obtain the maximum of efficiency for the purpose of doing away with difficulties and of establishing promotional effort that will increase business, it is necessary for each member of the Association to think of himself as a part of the Association and to work in concert with our other members in matters de-

manding concentrated effort. One of the reasons for the establishment of the Western Division was the fact that with conventions held in the East, it was not possible for the West Coast booksellers to get together with their fellow-members once a year in order to get this feeling, and judging from the results of the past three years, it does seem as though the Western booksellers are becoming more conscious of the need for nation-wide cooperative effort.

#### Price Maintenance

During the past year we undertook a very careful survey of the possibilities of establishing a contract system for the purpose of maintaining resale prices. I had several interviews with each of the executives of the Waterman Fountain Pen Company, the Victor Talking Machine Company, and Irving Pitt, which firms were recommended for study, and were, so we all understood, effectively protecting their retail markets. I learned with surprise that as a matter of fact not one of these organizations actually is able to control the situation. It is true that they are able to do so to a large extent, but each of them is constantly bothered by the fact that price-cutting does creep in, and that there are times when they are unable to stop it. Of course, their problem, as compared to that of some fifty or one hundred publishers, is greatly simplified. For the most part, they do not sell through any jobbers, and are, as a consequence, in closer touch with the retailer, and do not have to worry about retailers' purchases from a source other than themselves. In at least one instance where a jobber is extensively used, the manufacturer owns the jobbing interest.

As a matter of law, it is quite possible for any publisher to establish a contract system with the retailer, but it is not possible for him to contract with the jobber in such a way that the jobber must also sell to the retailers under contract, and that is where our efforts break down in the book business. It is for the purpose of legalizing this so-called vertical contract that the Capper-Kelly Fair Trade Bill has been introduced and has received our support. As you know, this bill passed the House at the last session, but it contained one amendment which, to a large extent, will rob it of its effectiveness. Both Congressman Kelly and Senator Capper have

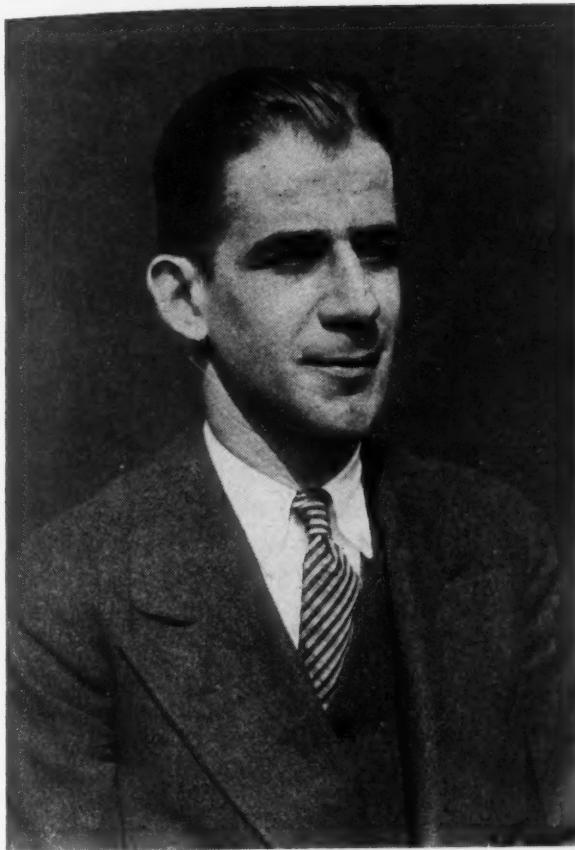
assured me that every effort will be made to have it passed in both the Senate and the House at the next session of Congress, and that they will also endeavor to eliminate the "20% clause," which is the amendment that really has drawn the teeth of the measure. Should this bill become law, our problem will be solved.

#### Remainders and Reprints

The subject of remainders and reprints has been carefully studied during the past year, and booksellers in all parts of the country have been requested to furnish their opinions as to the best methods for handling these books, and, in addition, their experiences in merchandising them. The material obtained has been placed at the disposal of the Joint Board and of Mr. Cheney, and will, of course, be brought to the General Forum tomorrow. It is the hope of the officers of the Association that we may within the next few months arrive at a suitable method of procedure for the release and merchandising of these books.

#### Advertising

One of the main purposes of the office of the Executive Secretary is to find ways and means for the increase of business; plans to be used by the individual bookseller and by the trade as a whole. During the past six years, we have experimented with a dozen different ways of accomplishing our purpose. Some of these experiments have cost us a great deal, but each one of them has added somewhat to our knowledge of the possibilities of advertising, and has contributed information that is invaluable in our work of finally achieving a promotional campaign that will produce results. These, therefore, have been in the nature of experiments. Among other things, for instance, I have learned and have become entirely convinced that for most of the individual booksellers there can be no newspaper advertising campaign that will of itself produce a sufficient amount of business to justify its cost. It does not seem that the bookstore can advertise any title or titles in the newspapers and sell enough of them to pay. This does not mean that there cannot be some newspaper advertising that will be worthwhile, for there is a possibility, where the budget is sufficiently large, to take a small percentage of it and, by using a continued institu-



*Ellis W. Meyers*

tional type of copy, keep the name of the store continually before the public, so that the people of each community are continually reminded of the other forms of promotion. The type of advertising, however, which is apparently the only one from which commensurate result may be expected is mail-order. The advertising department of the Association has developed some work along this line, and is continuing to accumulate additional information in order to be able to help any individual bookseller with his problem. During the past year, we have had the co-operation of the Norman, Remington Company of Baltimore and Traver's Bookstore of Trenton in our experiments. We have found that we are able to add new names to the lists of the buying prospects of the bookstore. We have found that it is necessary, in order to make these people buy, to bring the shop and books to their attention at least once a month—oftener if possible. As a consequence, a monthly magazine (in the cases of our experiments, *The Book Review*) has been utilized as the basis of the campaign. Everyone whose name appears on the mailing list of the shop is sent this magazine each month, and,

in addition, carefully selected lists of persons not on the mailing lists are prepared, and a special letter is sent, asking these people if they would like to receive an informative and newsy book magazine each month. Some of these letters have pulled as high as forty per cent. answers. The total mailings have averaged well over twenty per cent.

With regard to *The Book Review*, the Association entered into an agreement with the R. R. Bowker Company during the last year, and is cooperating with that organization in the publication of this periodical. We are attempting to make of it a real magazine, something that will be of interest to anyone into whose hands it may fall—of interest because the content is in itself interesting, so that the person does not have to be very much interested in the books themselves to enjoy the magazine. Through this method, it is hoped to make these people read *The Book Review* as often as it comes to them, and in this way become more interested in books and the bookshop which mails it. The Bowker Company is continuing to work out plans for a better format and content, until we have achieved the desired result. Members of the Association may procure this magazine at a twenty per cent. discount. This saves the individual member a sum of \$9.60 a year if he uses only 100 copies of *The Book Review* a month, and \$60 a year if he uses 1000—in other words, the amount of his annual membership fee—or more.

Several booksellers use a post-card form on which they write or stencil the names of new titles, and supplement the monthly mailing of the magazine with spasmodic mailings of this card. A number of these forms have been dressed up a bit by the use of an illustration obtained through the advertising department.

It is surprising to learn from time to time that some of our members have not developed their mailing lists, and we cannot recommend too strongly the use of the "readers' interest cards" prepared by the National Association of Book Publishers, which can be purchased, imprinted, at a very small cost.

During the past year, with the cooperation of the American Book Bindery, we have made an experiment with radio advertising. Alexander Woollcott, as "The Early

Bookworm," broadcast weekly over a period of six months. It is amazing to find the constant increase in the size of the audience for these broadcasts. This we can judge because of the fact that for the first few broadcasts very few names of listeners-in were received, while during the last broadcast, hundreds came in. Of course, each broadcast was followed by an announcement that the listener-in could procure a copy of the *Radio Book Chat*, which was the reason for our receiving the names. They were distributed to our members in the various cities in which they were located, and became the property of each bookseller. We hoped that our members would make every effort to interest these people in their shops, and believe that many of them did so. This seems to be an ideal way for increasing the mailing lists, and, of course, for constantly bringing book propaganda before the public. We are now working on plans for a continuation of the radio idea, and hope to have them perfected in time to go into operation in the fall.

We continue to produce drawings which are turned into mats, so that bookstores may have well-balanced illustrations for their newspaper or catalog copy. In most instances, these contain headings in the form of a slogan or sales appeal, so that the bookseller may sign his name to the illustration, and use it for institutional copy. Several of our members use the illustrations in their catalogs and on the specially prepared post-cards mentioned above.

#### Joint Board

The Joint Board of Publishers and Booksellers has finally become a reality. It was organized through the efforts of the A.B.A. for the purpose of stimulating a better understanding between publisher and bookseller, for the elimination of bad trade practice, and the institution of special reforms that will be of benefit to the entire industry. I am confident in the belief that this body will eventually be responsible for a greatly improved condition in the trade.

#### Publication Dates

The Joint Board and the Executive Office have made every effort to bring into being a system through which there will be no further breaking of the dates of publication on any books. The Joint Board has

established a routine procedure which the N.A.B.P. is attempting to have adopted by every publisher. Through this procedure, all bills will be marked with the date of publication, and every package will contain a notice of it. Each publisher will use a uniform method in doing this, so that booksellers will become accustomed to checking the dates of every shipment. Actually, we have taken up this matter with a great many booksellers who have been reported as breakers of publication dates, and have found that in almost every instance, it was due to a misunderstanding or the publisher's negligence in billing. With the adoption of the uniform procedure, most of this will be eliminated, and we are now attempting to put into operation a plan through which it will be possible to hold shipments for persons who deliberately break the dates of publication, so that they will not receive the books until the day before the actual date.

#### Clearing House

The Clearing House has not only grown in size during the past year, but has finally achieved what, for it, is perfection, in that for the first time in five years it has been operated so that there is no loss. Now that it is paying its own way, we hope to develop the service so that greater savings can be effected by the booksellers, although there isn't the slightest doubt in the world that the 140 booksellers who are using it are receiving real dividends in the savings effected, which are, it is estimated, about \$50,000 a year.

Booksellers in the West have saved a great deal of time by sending their orders to the New York publishers by airmail through the A.B.A. Each order is placed on a separate Government post-card, addressed to the publisher for whom it is intended. They are enclosed in one envelope, and reach our office in a remarkably short time, and are dropped into a mail chute at once, arriving at the publishers' offices within an hour or two.

Where time presses, and the bookseller wishes to order from four or five or six publishers, he wires us and we telephone the orders around. Both the mail and telegraphic services are available to all of our members regardless of whether or not they use the Clearing House. They are being used by booksellers in Seattle, San

Diego, Detroit, Evanston, Toledo, Houston, and many other cities.

Some of the booksellers have saved money in returning small lots of books to each of a number of publishers by wrapping each publisher's books separately, and enclosing them in a freight case to the Clearing House, from which point the distribution is made. This service, too, is available to members whether they use our enclosure service or not.

Other of our members who wish to perform special services, delivering books to persons sailing from New York or leaving by train, wire the orders to us. The books are picked up from the various publishers—the bookseller being charged direct—and the delivery made at a nominal cost.

#### Consolidated Warehouse

The Consolidated Warehouse has developed amazingly, and is paying a profit to the Association, in addition to which it has cut the cost of the publishers' stock room and shipping departments some forty per cent. We have lately interested several of the larger publishers in the project, and are planning a further development of this enterprise for the near future. The Book Building, toward which this is pointing, does not seem nearly so far away as it did twelve months ago.

The work toward obtaining and managing a Consolidated Warehouse for San Francisco has not been forgotten—in fact, this matter has had our attention almost daily during the past twelve months. There are many difficulties in the way of putting this project into operation, but it is a matter which is now constantly before the Joint Board, the publishers' association, and O. H. Cheney, as well as ourselves, and may become a reality within the next year or so.

#### Booktrade Survey

We are continuing to accumulate information of the costs of doing business, and have placed this data at the disposal

of Mr. Cheney, as well as a great deal of material which we have acquired during the past six years. Through our efforts, Mr. Cheney is now receiving the cooperation of the Remington Rand Research Bureau in working out a simplified system of accounting and stock-keeping for bookstores.

#### Bulletin

Through the *Bulletin* it is our hope to keep the membership informed of all that is current in the industry, and to obtain from each of the members his reaction to the things that are new. Additional information and requests appear in our page in the *Publishers' Weekly*. I am happy to report that we receive a large volume of correspondence in answer to each of the *Bulletins*, and through it we are enabled to continue our work of adjusting trade practice and eliminating anything that may be troublesome or annoying to our members as a whole, and, of course, we are acting as an information bureau, and have supplied many of our members with facts and material which they were unable to get from other sources.

I have tried to make the Association of tangible benefit to each of you. Obviously, the work that is done with regard to trade practice is for the general good of the industry, but this improvement is cumulative, and each step cannot be felt by either the individual publisher or bookseller. It is, of course, the real reason for the existence of the organization, but in order that each of our members may receive a direct return, the other departments have been organized.

The Executive Office is your own New York office, available to you at all times for such services as it has at its disposal, and for suggestions as to other work which it may do for you. I hope that it will become increasingly helpful, and I feel that it most certainly will in proportion to the amount of use to which it is put by members.

# THE Publishers' Weekly

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*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Confidence in the Bookstore

MUCH of the debate at the convention revealed that the bookseller feels that public confidence in the bookstore has suffered in recent years. This has been a large part of his contention in his opposition to book clubs. Book club advertising, book club prices, book club boards of selection have created the impression that there was a way of bringing books to the public superior to the prosaic process of buying them in a shop. The bookseller does not believe this is true but he feels that these expensive national campaigns have hurt his prestige. Overenthusiastic advertising of books, the bookseller seems to feel, has acted as a boomerang, making many readers distrust almost all that the publisher and bookseller has to say in praise of the bookseller's wares. Overproduction, a kaleidoscopic shift presenting new best sellers every week, has tended further to confuse the book buyer. The public is almost never aware who has published a book, but the bookseller who comes in direct contact with book buyers must listen to their disapproval.

A plan of guaranteed books was presented to the convention. Obviously, the bookseller was trying to mark out some foothold in the flood of new books and

## The Publishers' Weekly

say to the customer, "Here you are safe." Also, the bookseller was obviously trying to persuade the publisher to define more clearly the special audience for which each of his books is designed. Obviously, too, the bookseller is becoming increasingly interested in the return privilege. One publisher said "the bookseller wants the publisher to help him when he has been a poor guesser." But the bookseller contended that with the average life of new books becoming shorter and shorter (it was estimated as three months by one speaker and as six months by another) it is becoming harder to guess not so much what the public will like as how long they'll like it. Most booksellers present contended that they always had to take books back if the customer was not satisfied, and contended further that the publisher who chose the titles and set the selling price ought to be willing to take a part of his books back.

It was apparent, from the discussion, how difficult it would be to agree on what books should be guaranteed. A publisher seemed to think the guarantee would be for books which would sell well. A bookseller seemed to think it would be for books which were pure. It was hard to see how the plan would work. It was easy to see why it had been suggested.

In the open forum the chief subject of discussion was reprints and remainders. Mr. Cheney read to the convention the recommendations which he had made to a recent meeting of the Joint Board of Publishers and Booksellers. Here again in the discussion confidence in the bookstore seemed to be what the bookseller had chiefly in mind. He hoped for a uniform policy on the part of publishers and reprint houses so that when his customers say, "I guess I won't buy this novel or this biography but will wait until it comes out in the reprint," he can say, "But there won't be a reprint of this novel for two years or of this biography for three years."

As to remainders, a publisher asked whether booksellers would be interested in buying a stock of remainders of the original edition of a book when the book was reprinted in a cheaper edition instead of having this stock go to drug and cigar stores. A department store manager said "he would jump at the chance"; another bookseller said this offer to the bookseller was obviously the fair thing.

## Social Trends

ENGROSSED in the many and various schemes for enlarging the immediate bookmarket, we are perhaps inclined to forget the broader and more detached forces working toward social ends which will have more and more effect on the appreciation and consumption of books. One of these forces is certainly the Adult Education movement. Despite what one may say about the mechanical nature of this industrial age, it can hardly be denied that there is today a concern with education and with thinking—a movement toward books—which probably cannot be equaled by any similar activity since the Renaissance.

The unusual program of the Sixth Annual Meeting of the American Association for Adult Education, held at the New School for Social Research in New York, May 18-21, is amazingly far-reaching in its breadth of social intent. "The Obligation to Be Intelligent," "The Philosophy of Adult Education," "Adult Life As It Affects College Learning," "After Literacy—What?" "Rehabilitation Through Books," "Religion and Adult Education," "The Church and the Changing Culture," "The Reader, the Librarian, and the Book"—these were some of the general subjects for discussion at the Association's meeting, and indicate the intellectually vital direction which this organized social movement has assumed.

Five years of the Association's work has shown "a growing orderliness in the diverse activities and the new and larger meanings which are given to adult education, not only by the agencies themselves, but by the public at large."

One of the very interesting papers was read by Jessie M. Flexner, Readers' Adviser at the New York Public Library. Entitled "The Reader, the Librarian, and the Book," Miss Flexner's paper discussed the librarian's responsibility to the reader and to the potential reader, and the librarian's position as educational interpreter for a community.

At the last meeting of the week, Felix M. Warburg, banker, was elected president of the American Association of Adult Education to succeed Newton D. Baker. Dorothy Canfield Fisher, who has long been identified with social movements, was re-elected one of the vice-presidents.

## Drum-Beating

IN April, at Princeton University, John Galsworthy delivered a lecture on "Literature and Life." Said Mr. Galsworthy: "This is, of course, an exceedingly experimental period. So much so, that we writers live in difficult days. Whether poetry is not now prose and prose poetry, is perhaps the least of our doubts. And whether under those circumstances either of them is worth writing, is perhaps the greatest. I don't know how it is here, but in England we seem to welcome anything now-a-days, and to welcome it with acclamation. So books now-a-days come out with a bang and have the greatest difficulty in surviving their publishers' advertisements. Scarcely a book escapes being called 'great.' Masterpieces, and works of genius, are common as gooseberries, and as readily made into jam. Some day, but not in our day, publishers and reviewers will learn that Greatness and Genius are words better left to the assessments of that cold and searching arbiter, Time, who, if you think of it, is uncommonly like an income tax collector, not very long to be put off by false returns. Well, there's one advantage about all this drum-beating; books get immediate recognition now-a-days."

The subject of book-ballyhoo is frequently discussed now-a-days. An interesting recent contribution to this problem comes out of the luncheon held at the Publishers' Ad Club on Friday, May 22nd, the day after the convention closed. One of the bookseller speakers at this meeting, Sarah Ball of Ball & Wilde's bookshop in New York, echoed Mr. Galsworthy's sentiments when she stressed the importance of giving good books a chance to succeed. She pointed out the uselessness of killing them with spectacular advertising at the very first. For books are rarely sold simply by drum-beating. Books are sold more than anything else by fashion. Those persons among the book-buying public who set the fashion are the ones who like to discover books themselves, who like to be the first to read, admire and pass on the word. They will not be drum-beaten into reading and recommending. Perhaps the two greatest examples of how fashion in books works are "The Story of San Michele" and "Humanity Uprooted," books which were spared an initial blare of advertising ballyhoo.

# The Treasurer's Report

Stanley G. Remington

*A Summary of All Operations for the Years Ended April 30, 1931, 1930 and 1929 Respectively, As Taken from the Annual Reports Rendered, Arranged in Accord With the Current Statement*

General	April 30, 1931	April 30, 1930	April 30, 1929
Membership dues	\$9,024.66	\$10,078.43	\$8,380.49
Interest, etc. . . . .	1,156.93*	178.80	1,308.85
<hr/>			
Total income . . . . .	\$10,181.59	\$10,257.23	\$9,689.34
 Non-departmental			
expenses . . . . .	11,240.72	12,264.78	9,408.56
<hr/>			
Profit or loss . . . . .	\$1,059.13	\$2,007.55	\$280.78
 Advertising mat			
Service, co-op- erative sales, bookshoppers' guide, conven- tion, etc. . . . .			
Income . . . . .	\$7,159.67	\$7,244.30	\$3,247.09
Cost and expenses	6,716.92	7,257.17	2,310.41
<hr/>			
Profit or loss . . . . .	442.75	12.87	936.68
 Warehouse			
Income . . . . .	\$40,520.27	\$34,889.09	\$23,974.79
Expenses . . . . .	40,381.09**	34,872.82	24,702.94
<hr/>			
Profit or loss . . . . .	139.18	16.27	728.15
 Clearing-house			
Income . . . . .	\$12,708.20	\$12,657.95	\$12,262.86
Expenses . . . . .	12,641.59	13,997.18	12,244.23
<hr/>			
Profit or loss . . . . .	66.61	1,339.23	18.63
 Book Selection			
Sales . . . . .	\$111.13	\$1,719.15	\$39,335.65
Cost and expense	215.10	3,717.91	46,528.72
<hr/>			
Profit or loss . . . . .	103.97	1,998.76	7,193.07
 Net profit or loss . . . . .	\$514.56	\$5,342.14	\$6,685.13

\* This amount includes \$1,025.00 received in pledges made at 1930 convention.

\*\* This amount includes \$2,000.00 of the Executive Secretary's salary, which relieves the non-departmental expense of that amount.

# Annual Report of the Board of Directors

*American Booksellers' Association, May, 1931*

## I.

THE Board of Directors of the American Booksellers' Association respectfully submits to its officers and members the following report of its activities during the year, together with certain conclusions and recommendations which it believes will be of interest.

## II. This Convention

The Board feels that one of the chief purposes of the convention is to enable booksellers to get together so that they may discuss those problems upon which every point of view is needed. This past year has shown that the booktrade cannot continue to depend upon one small group of buyers, and that it is necessary to expand the channels of promotional effort to find some way of reaching a much larger group of people. The Board therefore submits this subject as the principal topic of its report, and recommends that it be widely discussed during this convention, so that some plan, or plans, may be formulated in order to achieve the desired result.

We believe it necessary for this meeting to give its attention to every phase of book advertising—that of publishers as well as that of booksellers—to every advertising practice, both good and bad.

During the past six years the Executive Office, under the supervision of the Board and of the officers of the Association, has experimented with a number of advertising plans which have taught us certain facts that will, we hope, aid us in achieving a broader market for bookselling.

## III. Mail-Order Advertising

The Board believes that booksellers should make every effort to develop mail-order advertising. Through the experiments and the investigations of the Executive Office we have become convinced that this type of advertising produces results. We recommend the frequent use of letters



*Frank L. Magel  
Chairman of the Board*

to special mailing lists for the purpose of interesting prospects in the shop in order that they may be added to the regular mailing list. For this purpose we endorse the idea that some monthly periodical be offered to the prospect, and believe *The Book Review* to be a very satisfactory item in this respect. There are undoubtedly great possibilities for additional business from mail-order campaigns that are operated periodically and often, and we call to your attention the idea behind the Thompson Plan which was intended to establish a mail order department for the use of all booksellers. Through a department such as this the bookseller could be relieved of the trouble and annoyance of this type of work at a very small cost and the publisher would

receive additional benefit because of the fact that so much more of this very helpful advertising would be going to the public. At this convention we are presenting an outline of the Registered Book Readers Plan similar to that which is now successfully operated in England. We hope that the details of this work will have the attention not only of the convention, but of all booksellers in all parts of the country. We feel that through this or some similar idea it will be possible materially to increase the book market.\*

#### IV. The Book Review

It has been the desire of the Board to find some way in which it might furnish to the members of the Association a mailing piece that could be used monthly to be sent to regular customers and to prospects. Just after the last convention, an effort was made to establish a magazine that would be up-to-date, readable and newsy. The R. R. Bowker Company offered its cooperation, with the result that beginning with the September issue, *The Book Review* became a cooperative project, and has been edited with the assistance of our Executive Office. It is still somewhat in the experimental stage. Improvements have been, and are still being made in the typography, format and contents. We believe it is a real selling medium. It is different from anything else available, is interesting and readable, and should be of great value in the sales campaign of any bookshop or book department. By special arrangement members of the Association receive a 20% discount from the regular trade prices.

#### V. Advertising Counsel

The Association Executive Office is now in a position to give advertising aid and advice to all members, and can furnish at a very reasonable cost drawings and lay-out for booksellers' advertising copy.

#### VI. Radio Advertising

It seems quite possible that the radio may become the means for the establishment of an institutional campaign that will serve as a background for the advertising of booksellers and publishers.

With the cooperation of the American Book Bindery, we have had the opportunity to experiment with radio advertising. Alexander Woollcott, as "The Early Book-

worm," spoke over the air once a week for a period of six months. The results may be judged by the names received from the radio audience which responded to the announcement that a booklet, *The Radio Book Chat*, was being offered to all listeners-in who were interested. Starting with only a few names for several of the broadcasts, the list of these people increased greatly with each succeeding talk, and names were still being received at the Executive Office three weeks after the last period on the air.

These names were all distributed to the cooperating booksellers of the Association and became their exclusive property. A number of our members have written in to say that these people became new customers, and there are other booksellers who have found that they received direct benefit from the talks themselves and that persons of their community came into the shops and purchased the books discussed. One very definite example of the fact that this type of campaign produces results is that of a book reviewed in the very last of Mr. Woollcott's broadcasts. This book, "The Whistler's Room," of which Covici-Friede had 400-odd copies, and of which not one had been sold for a period of several months, had to be reprinted because of this review.

Clifton P. Fadiman, who is known as "The Book Reporter," is now on the air over the National Broadcasting Chain each week in the same type of campaign also produced by the American Book Bindery. We feel that this publicity will have a cumulative beneficial effect on the industry, and that booksellers everywhere should support it. We recommend a resolution of thanks to the American Book Bindery for that company's initiative and energy in establishing these campaigns.

#### VII. Publishers' Advertising

The Association is on record with regard to the concentration of publishers' advertising in New York. The Board continues to feel that this is a mistake on the part of publishers, and works a hardship on booksellers who are not located in and near the metropolitan area of that city. Then, too, there is a concentration of publishers' advertising with regard to market. We appreciate the fact that publishers' advertising is responsible for the present sale of a great many books, but we believe that it is ad-

[\* This discussion did not take place.—ED.]

dressed to too few people, and that we are losing sales to those other industries which offer a wider appeal to the larger group.

The Board earnestly requests the publishers to consider seriously the wishes of this and previous conventions that they should not advertise the book clubs either in display or on the bands or jackets of books. It is further requested that publishers do not solicit direct business in competition with retail outlets through the use of stuffers in books being sold by bookstores or coupon advertising, particularly of the type in which there is not even an inference that the books are on sale "at all bookstores."

We recommend that publishers analyze their advertising to the trade with a view to informing the trade of the facts concerning each book rather than supplying the bookseller with a mass of meaningless adjectives.

#### VIII. Book Clubs

We regret to report that a new element has entered into the system of distribution used by book clubs—that of supplying two books for slightly more than the price of one. The Board feels that the Association should insist that publishers who make this practice possible should offer the same combination to booksellers to be sold at the same price level less the booksellers' regular discount. Not to do this certainly constitutes an undesirable and unfair trade practice.

#### IX. The Joint Board

Early last spring there was appointed by the presidents of the National Association of Book Publishers and the American Booksellers' Association a committee which is known as the Joint Board of Publishers and Booksellers. This Board was organized for the purpose of examining trade practice and procedure so that uniform and fair methods might be adopted by all branches of the trade. It has met six times during the past year and has discussed a number of the most important problems facing the industry. With the continued activity of this body it will, we believe, gain the confidence of all booksellers and publishers, and will soon become an important influence in bookselling and publishing.

#### X. Publication Dates

The breaking of publication dates is undoubtedly a bad trade practice. It endangers the publishers' copyright and causes ill

feeling among booksellers, which may easily lead to much more trouble.

The Board recommends that this convention record its disapproval of this practice and requests all booksellers, and particularly members of the A.B.A. to pledge themselves individually to observe publication dates in every instance.

The Board recommends that the Association make every effort to secure this cooperation from booksellers through the medium of a written pledge.

#### XI. Remainders and Reprints

Among the many topics which have the attention of the Joint Board and of this Board is the subject of the release dates for reprints and remainders. The two bodies have given this matter no little attention, and it is expected that there will be introduced a recommendation for uniform practice with regard to the handling of these books. It is the desire of the Board that this matter be discussed carefully at the Open Forum Session for the purpose of ascertaining the point of view of both bookseller and publisher.

#### XII. Return Arrangement

The Board recommends that the convention requests publishers to recognize the necessity for the establishment of an equitable arrangement for a return privilege that will eliminate a portion of the hazard encountered in the purchase of new publications. The return allowance must of necessity be based on the type of bookselling and the proximity to market.

The Board insists, however, that booksellers recognize the fact that the welfare of bookselling rests upon the welfare of publishing and that the booksellers should not take unfair advantage of this or any other trade reform that may become established.

#### XIII. The Cheney Survey

The Board is hopeful that the Cheney Survey will produce results of great value to the entire industry, and the Executive Office has given every aid and assistance possible to Mr. Cheney in this work. We hope that booksellers will continue to cooperate in this matter whenever called upon.

#### XIV. Censorship

We are happy that the problem of censorship has not disturbed us quite so much

this year as in the past. The Board continues to watch the situation carefully and will be ready to act should there be any need for further activity on its part.

There is undoubtedly a saner attitude being taken by the Courts in these matters due to an understanding on their part of the vicious mechanics of entrapment used by certain agencies for the purpose of increasing their (the agencies') stature in the eyes of the community.

The solution of our censorship difficulties is not being helped, however, by the indiscriminate publishing of questionable books by a number of publishers who might well be expected to exercise a larger amount of decency and self-respect. Books of this type not only make the trade vulnerable to the attack of the professional censor, but also create a disgust in the mind of the normal book buyer to a point that is seriously affecting the sale of decent books.

#### XV. The Consolidated Warehouse

The Consolidated Warehouse is a department that has been formed for the purpose of combining publishers' stock rooms and shipping facilities. It is now in its fifth year of operation. It gives valuable service to publishers, and eliminates the necessity for the maintenance of individual stock rooms and shipping organizations. The Warehouse is now operating for the benefit of seventeen publishers' units. The Executive Office has devoted a great deal of time and energy to the establishment of this department. We feel that it has been well spent. This year it has been possible to charge against the warehouse a portion of the salary of the Executive Secretary for executive supervision. This justifies the Warehouse from the point of view of the Association's finances, and because of the fact that each publisher in this group is actually saving between twenty-five and forty per cent. of his costs of stockroom and shipping, the idea itself needs no further justification. It is undoubtedly of benefit to the trade at large, and points toward the eventual grouping of all publishers' shipping, which will save the industry a great amount of money each year.

#### XVI. Western Division Warehouse

The Western Division has requested the establishment of a Consolidated Warehouse which will, they believe, lower the costs for western booksellers, and, because of the

proximity of the books to their market, make for greater sales. This subject has been discussed by the Executive Secretary with many of the publishers, and there are a number who are interested. It has the attention of the Joint Board and of Mr. Cheney. We believe that it is possible of execution, and we will continue to work for its establishment.

#### XVII. The Clearing House

This department, which has as its function the combination of individual small orders into larger shipping units for the purpose of reducing carriage costs for booksellers, is now five years old. For the first time in that period it has completed a year of operation without costing the Association any money. We know, of course, that it has always been of great value to the Association's members, and that under different circumstances it would be well worth while to carry it on even if it might cost a small amount each twelve months, but because of the Association's financial condition it is more pleasing to be able to report that it is now paying for itself.

#### XVIII. Executive Office

The Board again wishes to record its appreciation of the work of our Executive Secretary, Mr. Meyers. It is doubtful if the many responsibilities and activities of his office are fully understood by our members. He is responsible for working out the details of the plans upon which the Clearing House and the Consolidated Warehouse are operated. These two departments require close and constant supervision, and their successful operation testifies to Mr. Meyers' capabilities in that direction.

The Executive Office is constantly on the alert to take up matters of bad trade practice with such publishers or booksellers as offend, and has succeeded in eliminating or mitigating a great many things that are not desirable. It is constantly striving to increase our membership and to build up a unanimity of feeling and action in regard to trade practices that will make for greater prestige and power for the Association.

It furnishes advertising and information services which are constantly used by a number of the members.

Mr. Meyers deserves considerable commendation for so ably conducting the Asso-

ciation's share of the responsibility for *The Book Review*, and for bringing to the financial affairs of the Association not only a clear and practical understanding of the requirements of the situation, but also a measure of ability which will greatly aid in their final solution.

It is the earnest desire of the Board that our members keep in close touch with Mr. Meyers' office; that they report their grievances promptly, and make use of the helpful information and material that is available for the asking.

#### XIX. Resale Price Maintenance

The Executive Office has continued its contact with Senator Capper and Congressman Kelly in its efforts to aid in the establishment of a resale price maintenance contract under the legislation offered to Congress as the Capper-Kelly Bill, H.R. 11. This bill was passed by the lower House at the last session, but unfortunately contained at least one amendment which devitalized it, and it did not pass the Senate. We have assurances from both of the sponsors of the measure that it will be brought to the next Congress, and efforts will be made to pass it in its original form. It should be pointed out here that the Executive Office carefully investigated all methods of contract sale during the past year, and found that the price-cutting evil can creep into almost every business, even where there are no jobbers or middlemen, and that with the addition of a third party such as the jobber, it is not possible under the existing law to organize a contract basis for the sale of books.

The Board again calls attention to the fact that the only sound basis of competition in the book business is that of service and that the dealer who begins a price war immediately puts the fate of his business into the hands of his competitors. He must go as far as his competitors wish to take him, and it is perfectly obvious to all who have studied the costs of bookselling that price competition will lead to ruin. It should be reported here that the Executive Office has once again been successful in preventing the outbreak of a city-wide price war in one of our southern cities.

#### XX. Central Division

It has seemed desirable to a number of our members of the Middle West and to

the Board to form a Central Division of the Association. The annual convention has nearly always been held on the East Coast, making it difficult for a large number of booksellers to attend. The formation of the Western Division enables the booksellers in that part of the country to get together once a year in order to discuss their problems and to make recommendations to the Executive Office for its work during the next twelve months. It seems logical, therefore, that some provision be made for the booksellers of the Middle West so that they too may get together once a year for the same purpose. At the recent convention of the Illinois Booksellers' and Stationers' Association this matter was voted upon favorably, and it remains for this convention to endorse the idea in order to establish the new division.

#### XXI. Specialized Groups

The Executive Office is making arrangements to provide a series of services for those groups that have specialized interests. Among other things, we hope that this convention will establish the Antiquarian Section of the Association. The members of this group will receive special bulletins and services, as will, in the future, those members who are identified with the College Bookstore and Religious Book Groups.

#### XXII. Finances

The Board wishes to call the financial condition of the Association to the attention of its members. Realizing that great care had to be exercised in order to continue the operation of the Association, this condition has had a great deal of attention, particularly from the Executive Committee, which is composed of our President, Mr. Jacobs, and Messrs. Crowell, Remington, Herr, Traver, Meyers, and Magel. The Committee has met monthly in order to compare figures so that there could be no chance of falling behind in our efforts to make the Association solvent.

With the issue of the debenture bonds, a great deal of pressure was removed, enabling the Association to operate without the constant strain attendant upon the fact that up to that time it was not possible to take care of the demands of our creditors. Practically all of our outstanding liabilities have been paid off, and with the con-

tinued cooperation of our members, it is felt that the Association can operate successfully, and the debenture bond payments met as planned.

The prompt payment of dues is of vital importance. Unfortunately our dues for this year are approximately \$1,000 less than they were up to this same time last year. This is not caused by loss of membership through resignations, for while there have been some resignations, as there always are, there have been added new members to replace those that have been lost. The dis-

crepancy in collections so far this year may be caused by the fact that the dues for 1930 were collected in 1929, giving us a period of seven months longer for the purpose of collecting them. The Board earnestly requests the members of the Association to pay their annual dues assessments immediately at the first of each year in order to give the Association the necessary operating capital to carry on. It is particularly important that those members who have not paid this year's dues to the Association, do so at once.

## Open Forum Session

O. H. Cheney, Chairman

TUESDAY MORNING, MAY 19

O. H. CHENEY: I promise that I am not going to enter too much into discussion this morning. I am going to try to suggest some questions from time to time as it may be necessary. Mr. Meyers has suggested that we might enter into some discussion on accounting.

Of course we all want to know what to buy and how to buy. We certainly want to know on what books we are making money and on what books we are losing money. Any man who wants to know the "why" is bound to work out for himself some adequate system which will not require too much machinery and be too expensive.

I think that we might, right at this point, call for discussion of this subject of account. Suppose we throw the meeting open. Will someone start off on the general subject?

LEWIS B. TRAVER: What I would like to get is an idea of how some of the other booksellers divided the various departments or subjects, or classifications, so that we could determine costs and arrive at a figure which would show either profit or loss on these various classifications. We have no such classification.

MR. FULLER: The division of sales would be, in the Old Corner Book Store, the regular merchandise, which is the fiction and non-fiction, then the juveniles, then my

religious department, scientific and medical, which is quite a large department, periodical, and circulating library. I don't, in the general merchandise, break down in point of fiction and non-fiction or in the non-fiction break down in the biography or travel, etc. But I think it might prove, if we did, that there were some books we ought not to handle. I think if we analyze to that point we may decide we ought not to be in the book business.

CHAIRMAN CHENEY: In the survey we are working with a number of booksellers on perfecting an accounting system which will not be too expensive or too difficult to operate. It will have to be a series of systems because it will have to be used in various types and descriptions of stores.

We do want any help that you can give us this morning in answering some of the questions we would like answered. One thing I would like to know is, what you would want such a system to tell you. Is there anybody that would like to answer that question? I would like to know if there is any one here who has tried out any system and given it up. Is there anyone here who budgets his purchases?

JOHN KIDD (Cincinnati): Yes. In our system we have figures probably very much like the ordinary department store, only simplified somewhat, and at the middle of the month we get a recapitulation, an esti-

mate of the inventory, the profit and loss and so forth. We have all our figures at that time like an audit except, of course, they haven't the authenticity of an audit. We know right away what our stock is because we have started out the beginning of our fiscal year, May 1, with so much money invested in the different departments and we add to that the incoming purchases. Over a period of years we have worked out the estimated gross profit that we are to make, and from that we have the gross sales and if there are any markdowns, they are taken care of, any library sales or any short discount sales, these are all kept in separate columns. The sales are deducted from the purchases.

We take a three months' period, for instance, we will say from May, June and July, and figure on the proportion of those three months to the year's business. We have an estimate of how much we can spend. Of course, one can't follow that system absolutely for the simple reason that something unexpected may happen to throw the whole works out, but at least we've got something to shoot at. About the first of March and the first of April we look at our figures, and, if the purchases are climbing up and the sales aren't climbing with them, why we see it's rather a dangerous situation, that is, if you intend to make the proper kind of turnover.

We have been in business twenty-one years and we have been fairly successful in working out the matter of running inventory for our shop. Over the period of twenty-one years our actual inventory and our estimated inventory has been getting closer practically each year. Occasionally we have a break when some unforeseen thing occurs. If a sale was made during the year with no profit, or if the record in the office was not complete as to markdowns, the difference there would throw the inventory off.

In having a sale, we take out the books that we intend to reduce the price on; those are invoiced. We then mark the books at the price we think we can get; we then take forty per cent off and the difference between that figure and the cost is the markdown. When we come to take the actual inventory, all those records are there and the figures are more or less accurate. The running inventory helps, for instance,

at that critical time in the fall when books begin to pile in and sales are not going quite so strong as one hopes; then it is valuable to be able to size up the situation and be able to know just where you stand. In our business, we have a very important new department, which is the old and rare books. We have every item carded and in a file which tells where we have purchased it, with costs, selling price, the customer's name, so that when it comes to an inventory, in three hours we can get a complete check on our entire stock.

We endeavored some years ago to work out such a system in the new book business, but found it too cumbersome, though it is all right in a place like Baker's, where the turnover is immense.

MR. FULLER: Mr. Chairman, I would like to say a little more, if I may come back on the break-up question. In a system that carries along all the time you are going to spend most of your overhead in bookkeeping costs, but if you want to know on a particular line of books what you are doing, it may be about biography, it may be travel, it may be reprints, it may be reprints of non-fiction, you can very easily find out about them. You can find that information for a month, and that will give you a pretty true picture; if you take it a month in the spring and a month in the fall you can get very close to it.

Then there is another breakdown that I use once in a while to figure on the average gross profit that I get from a publisher. Publishers are remarkable in their variety of discounts on different books; they run anywhere from ten per cent up. An interesting thing is to take a publisher's list as a whole and figure what the average gross profit is. You can do this on a given publisher's books in the matter of an hour or two and find out the gross profit for a whole year. That thing is valuable once in a while. I think that a system that allows you to find, when you want to, a breakdown on different things, would be very valuable.

I hope Mr. Cheney has something like that up his sleeve.

CHAIRMAN CHENEY: This is one of the most important problems, and before we have finished this survey I hope that we will have something for you that will be helpful. The thing that we have to watch

all the time is the question of the time and money involved in these things. I have jotted down some of the things I hope you will think about.

What kind of control information does the bookseller need to run his business? What items should he keep regularly and continuously recorded? What are the simplest mechanical and routine methods for doing that? We have seen a lot of systems, but we have agreed that most of them are too cumbersome and too expensive and do not give the exact answer. Is it important for a bookseller who is selling other lines besides books to keep accounts completely departmentalized? How shall fixed charges and overhead be allocated between the various departments? Should a good-sized bookstore further departmentalize its book business and in what way; and how large should the bookstore be before it does that? To what extent is it desirable and possible to classify sales by type of books? How should rental library accounts be kept separate from sales? Is there a simple method for writing down rental book values? What is the best markdown policy for slow stock? How often should inventory be taken, and what is the best method? To what extent should there be a daily inventory of fast sellers? What is the best method of budgeting purchases? How can records of past sales be used in guiding new purchases?

Now are there any other questions on accounting? Mr. Meyers suggests we go to the subject of merchandising.

I will just run over two or three questions that I have jotted down and perhaps they will suggest other questions or perhaps you would like to answer some of these. What selling conditions have you faced during the past year? How have you changed or improved your merchandising methods to meet these conditions? Have you emphasized more the lower-priced lines, such as reprints and remainders? Have you turned more attention to staple stock? Have you gone in for more strenuous promotion methods and in particular, what are you doing about new fiction and about popular non-fiction? Mr. Meyers suggests that we start with a definite topic. How about mail-order advertising? Is anybody doing that? Tell us about it.

**SECRETARY MEYERS:** Almost every one of you checked mail-order advertising, book-

sellers' catalogs and booksellers' mailing pieces on the ballot. What did you want to know about them? What did you want to tell us about what you are doing? How many of the booksellers here are not doing any appreciable amount of mail-order advertising? By that I mean how many of you are not circularizing a mailing list regularly at least once a month? Is there any one of you who isn't and who is willing to say why he or she cannot circularize a mailing list once a month? We have received a large number of answers to our questionnaire on advertising, and many of them showed that the mailing lists are only circularized once every three or four or six months, or sometimes once a year. We felt that there was a possibility that the bookseller in many instances and particularly in the one-man shop, or two-men shop, were not in the position to do the mechanical work attached to running a mailing list.

**A. B. CARHART:** I have a shop of about the size that thinks it cannot afford to do regular mail-order advertising of this kind, and perhaps I had better be the awful example and speak right out and say so. There are many others of us; when I say "us" I mean smaller shops, that aren't doing it. I only want to say that instead of regular, systematic institution mail-order I try to use the personal element. How successful I am in comparison to what it might be I am not quite competent to judge. I am not satisfied with the results, but I am satisfied that I am doing better than I would the other way, in my particular locality and my special circumstances.

I have a business which is more or less localized, with perhaps a smaller percentage of transient business than most people would find in a successful business. Under present conditions, and for the past year and more, two-thirds of that business has been charged and at least two-thirds of the charged business is delivered. More than half of my business is done away from the floor of the store. "I want this when it comes out." But it requires personal attention to give satisfaction.

Now with a clientele of that kind I have found that advertising by mail is not welcome. Customers are out of the house so much that you can't talk to them, they are so busy they won't come into the store, and when you send advertising by mail they

won't open it and throw it in the waste-basket.

Now, how are you going to increase your business in a case of that kind, and that is the only class of people I work with. When you send out statements monthly you enclose the monthly list of your books, all the incentives toward arousing interest and then you get penciled across the bottom of your bill, when the check comes, "Please don't enclose any more advertising; I haven't time for it." "Please don't burden me with so much to read." All that is overdone. I have come to the point where I ask publishers not to imprint return cards for me; I kept track for six months and I had less than ten orders. I am not talking now against return cards. I think it is a marvelous scheme for increasing business with most people. I am only saying what I find.

I do write across the foot of the statement when it goes out, in heavy pencil writing as though I had done it in haste, an outstanding title that is coming along the early part of the month and say, "Do you want so and so," or "I think you would like so and so." You have to use a little judgment.

On other occasions I have used with success a printed slip, initialed, or in some cases signed. A favorite phrase is, "You will want to read this before the summer is over"; "This is your kind of book," or "I know this book is all right." Those three phrases are all useful. In some cases I have had as high as seventy-five per cent returns.

I do that instead of the perpetual return advertising which is impersonal and which is thrown away. To keep a mailing list up to date requires intelligent, high-priced, well-paid supervision.

CAROLYN COGGINS: May I ask Mr. Carhart how many enclosures he used with the statements when he received requests not to use them any more?

MR. CARHART: Usually the pamphlet of the latest books and possibly one other, but all within the two-cent postage limit; and I never enclose more than three leaflets.

MISS COGGINS: It is my theory that people will not read more than one enclosure if put in with a statement, or at the most, two.

MR. MCLEAN (Dayton): I am on just the opposite side of the fence from Mr. Carhart; at least in all the things he says he does. We tried very hard to use the mail-order system at least once a month, and probably twice. We don't eliminate our personal effort for we think that is probably the greatest asset we have. But I would not give up my mail-order work or trying to sell books in advance of publication by mail for anything. I have had any number of instances of sending out personal letters and yet sold fifty sets simply due to mail-order advertising. We have a small shop, and seventy-five per cent of the people are charge accounts, and we got very excellent results, so much in fact that we just recently got an addressing machine, and we have now about 2,500 people whom we know to be good customers. We have divided our list into an A, B and C list and into 1, 2 and 3, of which the first list comprises about 250 to 300 of our best men customers and the same number of women customers; the second list about 500, which includes the first list, and we regulate our mailing by the type of thing we are sending out.

As an illustration, I sent out to the five hundred best list circulars on a book, "Ideal Marriage," published recently, and they received immediate attention. We sold 25 in the last three weeks at this \$7.50 price that we would not have sold otherwise. I feel that direct mail is by far the best possible thing we have, second only to the actual selling of the customer when he comes into our store.

SECRETARY MEYERS: Mr. McLean, do you check results on each of your mailings?

MR. MCLEAN: We try very hard to, yes, and I must confess that the results, according to results expected from advertising, are small, being anywhere from one-half to three per cent, one-half of one per cent being the low and three per cent the high percentage obtained. But in only rare cases do we get any results traceable immediately to a return post-card or actually from the piece itself of what we enclose, but we do see that within a week or so that that particular thing that we were advertising is selling a little better than if we hadn't sent the circular out. I am very much disappointed that we can't reach three per cent every time we send out the list. I

sent out something on a dictionary the other day, something that I thought was about the most clever piece of writing I had ever seen. I got somebody else in the advertising field to do it for me, that's why I say it was good, and he didn't get one reply, though I sent out about two thousand of them. On the other hand, there was this "Ideal Marriage." In another case, that of "Big Town," published by Doubleday, we sent out to our mailing list on that and we sold over 250 of that particular book from our letter, so you see the percentages vary, and you never can get an accurate percentage of what is coming in but you will find that the thing is effective. You must experiment all the time. We send out 8½ by 11 letters, with return business reply cards, send out double post-cards, send out just everything we can think of to send out, and we are not satisfied we've got the right thing and all that I know is that I know nothing, but at least I am trying and I won't give it up, I'm perfectly sure of that.

**Miss Coggins:** It seems to me it is not a question of whether direct mail is of value or not; I am completely sold on it, but I feel the problem is to distribute it so it won't be an annoyance to your customers. I know nothing about small store book-selling, but I should think if you have a list of five hundred people, or say even two or three thousand, that it would be better to send out a hundred cards on one book on the first of the month or rather the end of the first week in the month; and then two or three weeks later, send another couple of hundred cards or letters to the next hundred people on your list. By rotating them in that manner you can do direct mail advertising every week, and I don't believe you will ever get objections from them. If you do have a small bookstore in a small town, those hundred cards are bound to reach people who are seeing your customers and other people in the town and they will talk about them. If you have a list of ten thousand, you would have to make a plan for the whole year.

If you print a message on one side of the government post-card you can send out a lot for very little money, and the customer is almost bound to look at it; if there

is a good bit of white space and a little bit of teaser copy. In making up the year's plan for direct mail advertising you might decide to send out six letters, a thousand each time, and ten government post-cards. In the meantime, if you had no good books you could postpone the date of your mailing and send out a double quantity when you got a better book, one worthy of particular effort. I don't think I would use any stuffers at all in my statements, if I had my way about it.

**ALICE L. STEINLEIN (Wilmington):** I want to say I think the thing to do is to reach the people who are interested in a particular type of book, and not to annoy those people with things they are not interested in. We send out a monthly booklet to a complete list, and then we have a biography list, a travel list, an art list, a list for science and a number of divisions of that kind and those lists are made up of anywhere from a hundred to 250 names. We send circulars to the particular people who are interested in that kind of book, and I don't think we have ever had a request from any one not to send any more advertising matter. We do not enclose circulars with statements. I don't think the time a man gets his bill is the time to try to sell him another book. In a great many cases we can send out books on approval, and very rarely have them come back, but we are very careful not to impose on people and never to send them a book that will not attract their attention. But we certainly do believe in sending out a monthly list.

**MR. McLEAN:** We send out "Books of the Month" in our statements every month. We didn't send one out last month, and we had an avalanche of complaints that we didn't send it out. Every month we send out five hundred to seven hundred and fifty.

**SECRETARY MEYERS:** I am afraid that the discussion of the methods of direct mail advertising will have to be left over and put in the hands of the chairmen of the round tables tomorrow.

Mr. Fuller has a plan which ought to have the attention of this meeting this morning, and we are going to call on him now and ask him to read it to you.

# A Guarantee for What We Sell

Richard F. Fuller

*The Conditions Which Call For A New Plan*

**S**INCE overproduction is admittedly one of our major problems, and particularly the overproduction of inferior books, it would seem a logical step for the retail booktrade to work toward eliminating this problem.

It is also undoubtedly true that the publication of many inferior books, with their jackets covered with blurbs so far from the truth that the well-known Baron, were he alive today, would blush with shame, has led the public to lose confidence in booksellers as well as publishers. Most of our so-called literary critics have done little or nothing to remedy this evil of misstatement of facts regarding a book's real worth.

In almost every other line of merchandise except books, the manufacturer has some standard as a guide. There is a standard of weights and measures. There is the carat standard for the jeweler. There is the Pure Food Law for the manufacturer of food stuffs and drugs. There is a standard for the cloth manufacturers so that when they speak of certain cloths it means such and such a percent of wool, and so on through the list of manufactured goods.

But what are the standards for publishing? To be sure if a book is mispaged the publisher will exchange it for another copy, but he in turn will make the printer pay for that error. Beyond this there are no standards or guarantees in the publishing of books. It has been assumed that because publishing professes to deal in literature that there is no need of standards. Because it is dealing in ideas which are matters of opinion, no set of weights or measures or carats could be found to apply to ideas. The whole trade, both publishing and retailing, is suffering because there are no standards. The publisher is manufacturing what he pleases, saying what he pleases regarding his merchandise and is in no way held responsible. The bookseller takes what blame is attached to such a



Richard F. Fuller

policy, and the public turns to circulating libraries, if it must read, or listens to the radio or goes to the movies to fill in the time which formerly was used for reading.

When you are dealing, therefore, in merchandise which is a matter of opinion, or an idea, the only standard possible is the standard of satisfaction on the part of the ultimate consumer. The best and cheapest way in the long run to get repeat orders is to have a satisfied customer, and you cannot get satisfied customers today if you sell, as worth the price, a large percent of present-day publications. Is it any wonder then that the booktrade is in a bad way, and is it any wonder that the book clubs have had some success? The real reason for the book clubs not having an even

greater success is due to the fact that no board of editors can hope to satisfy all its customers because its taste in literature is not the taste of each individual member. A book buyer, no matter what his station in life, has his own opinion as to what he enjoys reading, and that opinion is, and should be, the last word so far as the bookseller is concerned. The matter of educating the public does not lie within the booksellers' province. The most important thing that the book clubs have taught the booktrade is that the public is crying for some guidance in what is worth reading in any given subject, and to get that guidance while the book is new. Our public libraries do this in a greater or lesser degree, but by the time they have made their selection there are so many new publications that this selection is of more value historically than commercially.

#### The Plan

With all this in mind the following plan is suggested.

The members of the A.B.A. shall have a sticker to be pasted on the jacket of certain books. On this sticker shall be printed something as follows.

In large letters diagonally across the sticker the word "*Guaranteed*" also "If you are not satisfied with this book it may be exchanged for another of equal value." Around the edge will be the name American Booksellers' Association.

This sticker will be trade-marked so that its use by others who are not members of the A.B.A. may be prevented. Also arrangements can be made to prevent its use on books not approved by the Board.

#### How the Plan Will Work

Of course the great question arises on which books a bookseller would paste such a sticker. The answer seems absurdly simple. Who else but the publisher knows, or should know, when a book is published, whether or not that book is really worthwhile and a worthy member of a given classification. The stickers will be placed on books the publisher suggests, subject of course to the approval of a committee appointed by the A.B.A. Naturally the publisher is not going to suggest the sticker for a book he is not quite sure is the real thing. Because, of course, if the customer returns the book to the bookseller and the

bookseller cannot use it he is going to return it to the publisher and receive full credit including transportation.

#### Possible Objections

Every bookseller is opposed in principle to having merchandise which can be returned by the customer for credit or exchange.

This plan would not be suggested if it were not for the fact that book clubs already offer to exchange any book they send out, and if publishers were not continually advertising the fact that they will send their books for free examination. We as booksellers must find a way to stop this, or else meet it. Today while none of us advertise the fact that if a customer does not like a book he may return it for credit, nevertheless you will find that from 3 to 10% of your charge sales are returned for credit each month. If the book shows signs of having been read you can sometimes avoid taking it back, but with good customers you take it back no matter what condition the book is in. And *you* are the one who takes the loss although the fault is the publisher's and not yours. We can never hope to put a stop to the publishing of inferior books unless we can make the publisher pay for the loss instead of the public and the bookseller.

In my opinion this plan will not increase the exchange of books, but even if it does at first, time and the success of this plan will surely reduce the number of books which do not satisfy the customer. We as booksellers will learn what books can be guaranteed and publishers will learn what not to publish. This plan should be a great help to one class of books which today, except by the Grace of God and accidents are failures from the counting room point of view. I refer to books by new authors, and books by authors who have not thus far had any success. One of the great tragedies of publishing is the large number of really worth-while books by unknown authors which fall by the way-side each year. This is partly due to the fact that there is so great a number of books published and mostly because no method has as yet been devised whereby these books can be called to the attention of booksellers and the public at an expense within the budget of a small edition. If this plan can help this class of books it will

be, in my opinion, worth doing to the end that many worth-while books will not be lost.

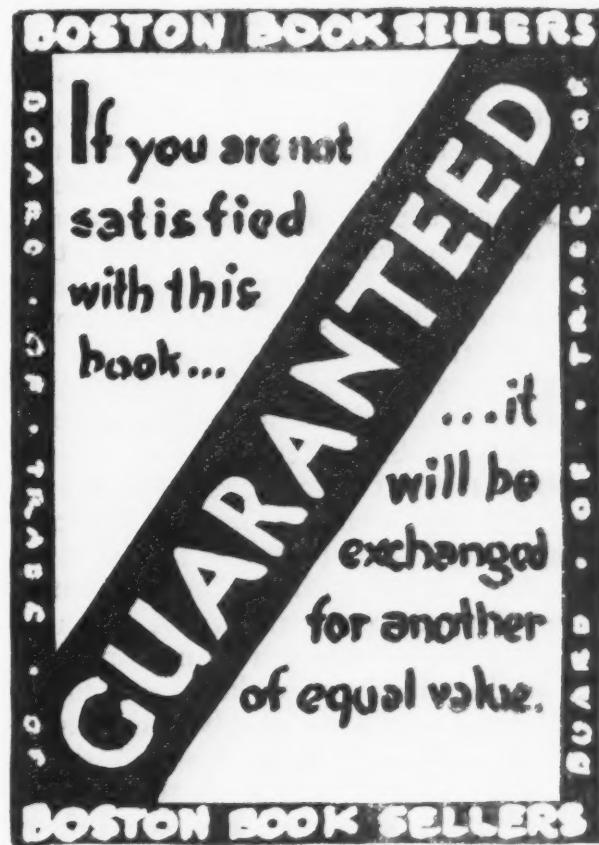
This plan may not help to any extent the so-called best seller. On the other hand it will not hurt a best seller. If a book is guaranteed and a certain percent of a bookseller's customers exchange it saying that they are not satisfied with the book, is it not better for the bookseller to have all his customers satisfied rather than 95% of them satisfied? In the long run is it not better for both publisher and author to have the ultimate consumer satisfied rather than to have a certain percent of them feeling and saying that they were stuck when they bought such and such a book?

There will be some publishers who will see great possibilities in this plan at once and there will be some who will not. Let your imagination visualize a counter of books of forty different titles, ten of these titles have the "Guarantee sticker." Incidentally there will be a large poster in the window, and two or three in the store saying "Look for the books with the 'Guarantee sticker.'" Does your imagination let you guess which titles would need reordering, and which titles from two to five would be a large first, and perhaps only, order?

#### Conclusion

It is not expected that this plan will be the perfect panacea, or that when it is in full operation, all the booksellers' troubles will be over.

Of the plans so far suggested by the American booksellers some have been of the negative type. At least this is a plan of the positive type. It is a movement for



#### *The Guarantee Sticker*

increasing the sale of the better books. This in the long run will help the author, publisher, bookseller and the public.

It is a service to the public which no book club could ever hope to equal. It should tend to restore the public's confidence in the retail bookseller and this in turn would bring customers into the bookstores.

Anything that tends to make more satisfied customers, other things being equal, is economically sound and therefore will be successful in the long run.

## Discussion

**MR. MAGEL:** I would like to say that Mr. Fuller, with his usual modesty, sent that plan to me about two weeks ago and asked me whether I thought there was anything in it or whether he should throw it into the wastebasket. I told him that I thought the plan should be presented to this convention. Certainly the booktrade should attempt to set some standard for the thing it sells, and this plan presents a very good basis for establishing some sort

of standard. If it is put into operation, it is my conviction that it will certainly help the retail booktrade and also the publishing trade.

**ROBERT C. SALTMARSH:** I must confess I can't see that there is anything radical or weird about this scheme. It seems to me it is sound, common sense. There is certainly nothing new in the attempt to satisfy one's customers. I wonder how many in this room would sell any bit of

merchandise in his store, a book or pencil, or anything else, without absolutely guaranteeing the satisfaction of his customers. What does Mr. Fuller ask? That we ask the publisher, not to assume the entire responsibility of the books we buy of him, but to take over a small part of that responsibility, perhaps ten per cent of the total purchases of the bookstore, to help us assume some of the financial responsibility for the books we have to sell.

I can't conceive of anything more fair and more reasonable, to both sides, the publisher and the bookseller.

**MR. KIDD:** It seems to me that this is really one of the most constructive propositions that has been put up to this Association. To begin with, I don't honestly think that the publishers would be burdened with any greater return than they are at the present time, because I think they would be very careful about the books they were willing to guarantee. I think that many of our readers, fortunately or unfortunately, have to be directed in their reading, to receive the direct command that they buy this and that (that has been pretty well demonstrated by the book clubs), so if we and the publisher are willing to guarantee this as a good book, it seems to me the sale of the book will be helped.

And another thing, it won't be restricted, as the present book club selections are, to books chosen by a sophisticated group of judges whose minds all work in pretty much the same way. No group of individuals can select the reading for an entire lot of readers and do it successfully.

I am absolutely for this, and I hope that there are enough publishers willing to go into this so that we can work it out successfully. It is a constructive plan and as we have become accused at various times of taking a negative attitude, I think that we ought to be given a chance at least of working this out.

**MR. CARHART:** I think this is a wonderful scheme that is put before us.

Here is a way in which your personal opinion can be backed up, and you say, "Not only I like this, but you see it has the backing of the Association; you can take it with confidence." That is a trademark of a standard of value that a customer can accept without misgivings, thinking, "if I don't like it I can bring it right back."

**STANLEY G. REMINGTON:** I am heartily in favor of this plan. It seems to me one of the most constructive things that has come out of the Association for a long time. One publisher, in fact, is practically doing this now, guaranteeing the return of a book if you don't like it.

Another thing that impresses me about this plan is that it may secure many new members for the Association.

**MR. TRAVERS:** We all more or less guarantee a book when we sell it to our customer. He asks you what the book is about. Nine-tenths of the customers do not know what they are after when they come into the shop. You sell it on your own recommendation and take it back. The book clubs have done this and our own customers have joined the book clubs because they feel that for a matter of 13 cents they can send a book back after a week and choose something else, and they do not have to come into personal contact with the bookseller to do it.

Ninety per cent of men, if they get a bridge prize they don't like, will keep it, but ninety per cent of the women will take it back and exchange it for something they do want. The idea of exchange, which the book clubs have used since their inception we are openly adopting now. This makes a public guarantee of the book as clean, wholesome and well worth reading, and, certainly, we cannot tell from the blurb on the jackets and the pictures on the covers what the books contain nowadays.

**PRESIDENT GEORGE W. JACOBS:** There was an incident which occurred in our store not very long ago which I think illustrates the necessity for some such guarantee as Mr. Fuller has proposed. One of the judges of one of our local courts came into our store and asked us to recommend a book for his daughter. He said, "I want a clean book." The salesman said, "Now Judge, this author has never yet written an unclean book; I think you're perfectly safe." The next morning the judge came in and said, "I looked through this book before I gave it to my daughter to read and I wouldn't dare do it. Haven't you got a book that you know that is clean and that you can recommend?" The salesman got a copy of "Lighted Windows" and said, "Judge, this firm does not publish anything but clean books, and I know that

book is safe." The judge took it on his recommendation, came back two or three days later and thanked him for recommending that story.

Now I think that exemplifies, as well as anything could, the desirability of some such guarantee as Mr. Fuller has suggested, and I think some such kind of thing will add dignity to the book business.

**MR. OPPENHEIMER:** I can see great advantages in Mr. Fuller's plan, but there are a few things I am curious about. In the first place, Mr. Fuller must take for granted that everybody is going to guarantee on every book. Certainly you have had enough experience with publishers to know that they are not going to get out any book and not put "guaranteed" on it or they'll not get that book into the bookstores at all, unless it's some highly specialized book of some nature that doesn't need that sort of thing.

But there is the author in whom the publisher has a large investment over a long period of time and under that heading are some of our best sellers today: Sinclair Lewis, E. M. Forster, or Willa Cather, who have had four or five books that would come under the heading of plugs before they finally produce one of the best selling books, and then follow those up with a number of best selling books. Suppose the guarantee appears on a book. The book doesn't move from your shelves. The guarantee appears on the second book; the book doesn't move from your shelves. It appears on a third book, and every bookseller is going to say "This is not worth the guarantee." Well, I think there is a real danger there. I think you are going to cut out some potential Sinclair Lewis of the future. The inevitable attitude of the publisher is going to be "we've got to quit publishing that author's books because we can't get even a single copy into the booksellers' hands." And even though the books are returnable, first to the seller and then to the publisher, the publisher is going to be sick of having that author's books returned and he is going to cut them out.

**MR. NEWBERRY:** I think my friend Oppenheimer is confusing the issue a little bit. So far as I know, we haven't reached the happy period when we can put over a good author the first time he publishes a good book and get the book in all the

stores. And, after all, I would like to know if he knows many copies of "O Pioneers" were returned by the readers? It is still a very steadily popular book and everybody I sell it to likes it. I think that minor difficulties like that will be run across with every scheme. However, I do think that we are placing a little bit too much emphasis on the matter of labeling clean books. Many of the more important books published, the finer books, will be books that would not appeal to elderly judges who want to give pure books to their young daughters. That is a very small percentage of our total business.

I want to take issue with another point that Mr. Fuller mentioned. He said publishers cannot be depended upon. There are certainly some publishers whose judgment can be relied upon. I won't mention names, but all of us know that there are certain imprints which are practically a guarantee of quality. I think it is one of the tragedies of bookselling that policies of distribution have made some of these publishers unable to get the circulation through the bookstore they should have and it is their own damned fault.

**CHRISTOPHER G. GRAUER:** I always have a very high regard for anything my friend Dick Fuller produces because I know his heart is in the book business and he is giving to it the very best that he has. I see some dangers lurking. I know in this plan that the intent is to separate the chaff from the wheat. That's a very laudable ambition. Our bookstores are crowded with chaff. There is some wheat there, thank God for that. I hope the day may come when there will be more wheat and I hope that the publishers, who have been building their business by pampering to the lowest tastes of the American public, will see that there is a new star rising and that they will be guided by it to higher ambitions.

But what books shall be designated as "guaranteed books?" There is a wide diversity of tastes. We have admitted that. We have spoken against the policies of the book club as setting up as authorities for the tastes of the people; and if we select and designate the number of books as guaranteed or ask the publishers to do it, we are imposing upon them a restriction which I believe they will not bear. Will a publisher who has five or six books com-

ing out in a season, designate or dare to designate one as a guaranteed book and the other five not guaranteed? What will his authors say to him, and the public, what will they say to him? What will they say if they discover in one of the five books he passed by that there is a germ of a great best seller, a book which is hailed by the critics? I think this is a mechanical process. I think the great strength of Mr. Fuller's idea lies in the thought that books that are not acceptable to one's patrons one ought to be permitted to return; they ought to go back to the publishers, and the publisher ought to be willing to stand by the booksellers and accept the return, when it has been found that those books are not the type of books that the public wants.

So, if you will fight for a decent kind of return, I am with you, but if you are striving to put a label on the books, the mere mechanics of which is going to be misleading, then I'm afraid we shall be unable to enforce this plan with any degree of success.

I may be entirely wrong—I have been wrong so often that I fear I may be wrong.

MR. HOWE: Mr. Fuller has not gone into this haphazardly; he has talked it over with a number of people in the book business, and in a number of fields. I suggest that we have Mr. Fuller give us a résumé of the reactions he has had from the publishers, booksellers, and Kibitzers.

SECRETARY MEYERS: I do think that you ought to explain the method by which we are going to get that label finally on certain books because, apparently from some of this discussion, it isn't clearly understood.

MR. FULLER: I feel it isn't a question of whether a book is clean or not. It is a question of whether a book satisfies the customer. I think we want to satisfy our customers. There is nothing against a book if it doesn't satisfy John Smith, but it is something against the bookseller if John Smith isn't satisfied and stops buying books.

You are buying books every day. There are a great many books that you know are pretty good books. You are not taking any great risk when you buy certain books. This plan might guarantee a thousand books a year. Think of the customers coming into a store, faced with a thousand titles or five thousand or fifty

thousand, depending upon the size of the store. He is just an ordinary man who wants something that will amuse him. I think that type of customer has lost faith in the bookseller and in the publisher. I think we must find some way to get back his confidence.

MR. OPPENHEIMER: I would still like to know from Mr. Fuller how the guarantees are going to be kept off certain books because obviously he has the idea that only a certain proportion of books will be guaranteed.

MR. FULLER: I think it would depend a good deal on the publisher. Suppose you say, "I believe in every one of my books." Well, I believe in most of your books. But the best thing for you, as I see it, is to have the customer who does actually buy your book and read it, like it. You don't want the ordinary book buyer to buy one of your publications and go out and read it and say, "Gosh, that's a lousy book." You want him to say that's a good book and to tell somebody else so. Supposing you sell a thousand copies of a book to the book trade; you want those books to go out to the customers, particularly the books by unknown authors. It doesn't do that author any good to have books on booksellers' shelves. This isn't a plan to get books back to the publisher. The plan only applies when customers have read the book and are not satisfied with it.

MR. OPPENHEIMER: Take a woman like Margaret Kennedy. Her first book, "Ladies of Lyndon," probably didn't appeal to the public. Evidently the people who read it didn't like it, otherwise they would have read more. Would the guarantee be left off the next book which is called "The Constant Nymph"?

MR. FULLER: No, not a bit. If a book by one author hasn't been a success you say of the new book, "This book is good, and we believe in this author." You are not going to say, "No, we won't guarantee it because the other didn't sell."

MR. OPPENHEIMER: There occurs to me the books by E. M. Forster—"The Celestial Omnibus"; "The Longest Journey"; "Where Angels Fear to Tread"; "A Room with a View," all of which the public didn't like, because none of them I believe sold over fifteen hundred. Then along comes "Passage to India." Would the guarantee be left off that book?

MR. FULLER: No, not a bit, if you, as a publisher, believe that this author is trying to write something good.

MR. OPPENHEIMER: Well then what books will guarantees be taken off?

MR. HOWE: Why that's up to you.

MR. OPPENHEIMER: No, I don't think that is so. The bookseller will eventually decide.

MR. FULLER: If you continue to publish books that are potboilers, do you feel that the public should be strung along and should pay the freight on carrying that particular author? You are particularly fond of helping an author to develop. This is not going to interfere, as I see it, with the scheme of things as they are now. But suppose you have an author who has had two books; if you have another book and you say, "This is a good one," and the guarantee goes on it, hasn't it got a better chance of making its way?

It is the public who finally decides whether a book is good or not. What I hope to accomplish is to get more good books. I don't believe it is going to affect the Harold Bell Wright type of book—that is going to sell whether it has a guarantee on it or not—that has a market; or "Main Street." Isn't it better to have the people who actually did have it like it? In the end wouldn't we get more people interested in buying books because they are satisfied? We have great competition today in circulating libraries. That means not only fiction but non-fiction. The matter of selling books is becoming harder and harder.

MR. NEWBERRY: I get so damned tired of booksellers talking as if there was nothing except fiction. I am going to suggest that it would be very much better if we eliminated fiction entirely from the discussion. I think you will find by going over the figures of various booksellers that they have been affected by this depression almost in direct proportion as they tried to sell fiction to the public and as they tried to sell good, solid books to the public.

I do not mean to say that there are not books of fiction that are great books, that are food for the spirit, but if you've got to put in fiction, I suggest this scheme. We can't let the publisher do the guaranteeing. That is one hundred per cent objectionable. But if we were to make it a joint guarantee of the American Booksellers' Associa-

tion Committee and the American Library Association Committee and the Publisher, I think you would find that that label was worth its weight in diamonds in selling the book.

MR. GRAUER: Might I ask my friend Dick Fuller just a few questions? If you were to put upon certain books a label marked "guaranteed by the A.B.A." the customer would take that book out. If he didn't like it he would know that that label guaranteed him the privilege of returning it, in exchange for some other book. And then, if that book comes back, and it comes back repeatedly, you propose to send it back to the publisher?

It is assumed that the publisher has entered into this arrangement, and he is perfectly willing to accept return. Now, of course, that will fluctuate. In some cases it may be one per cent and in some cases seventy or even eighty per cent on returns.

As I see it, there are in your plan two major premises: the first is that you want to satisfy your customers, you want to put books into their hands which they will be pleased to keep and pay for, and the second is that you want to be relieved of the stock which they return.

Wouldn't it serve our purpose just as well if instead of trying to call that a guaranteed system, that we would ask the publishers to stand behind their lists?

You are really buying the reputation of the house and confidence. They sell their merchandise on so highly a speculative basis, that I maintain the thing for us to strive for is a definite percentage of return of the merchandise of the whole list. Not on one, two or three books, but on the entire list. Let them stand behind a certain percentage of their list returns, then we'll take the chance on the other guarantees. Wouldn't that serve our purpose just as well?

MR. FULLER: Not quite. I don't believe we realize, as booksellers, how much we have lost the confidence of the public. We have been handing out books by the blurb on the jacket. It is pretty hard to find what relation the blurb on the jacket has to the real story sometimes. But the public doesn't blame the blurbs and the things said about books by the publisher.

MR. GRAUER: I feel that if you have a thousand patrons you will probably have a thousand different tastes in literature.

What is selling in one city doesn't often sell in another. There is such a wide diversity of tastes in reading that to say that a book has a certain standard of excellence is making a statement that is not warranted by facts.

The thing that I am interested in as a bookseller is to avoid the necessity of having books on my hands which the publisher said were good books and which have proved to be unsalable books. I think he ought to stand by his judgment and take some of those books back. One of the great problems of the bookseller is the constant overcrowding of his store with unsalable stock. If we can accomplish the same thing by permitting a certain percentage of returns, then I believe that each shop should stand back of certain books on its own guarantee.

If a man comes into my place to buy a book and he is disappointed in the book, he ought to have the right to bring it back. Our reputation is at stake. You've got to stand on that.

**MR. FULLER:** I think the discussion of a percent of your purchases to be returned is an entirely separate subject. As to this plan the A. B. A. office would design a sticker, trade-mark it, and manufacture it; they would send you the number of stickers that you wanted. You would get notices once or twice a week, depending on the books which the publisher and the committee had agreed upon to be guaranteed. You wouldn't put that sticker on books that weren't guaranteed, but you don't have to put it on books that are guaranteed. If that particular book doesn't meet your market, you don't have to put it on.

**MR. MCLEAN:** Most of us guarantee the books that we recommend to our customers. I know we do. If we have a customer who comes in and we recommend a book, we guarantee it; if the customer comes in and insists on buying something we don't think is good, that's his hard luck, and we tell him so. About seventy-five per cent of our accounts are charge accounts and if you don't guarantee books they'll bring them back anyhow so what we are looking for is a little backing on the part of the publisher.

**MR. HERR:** What I think Mr. Fuller is trying to get at primarily is a positive selling argument to create larger sales on selected items. I take it that the initiation

of a guarantee on a book would come from the individual publisher; he would say to our committee that he thinks this is an exceptional book on his list, of wide general interest, and that he is prepared to guarantee that book. Many travelers come around and when I tell them, "I only want the high spots," they actually, honestly pick out their high spots for me.

I take it Mr. Fuller means when a publisher feels he's got what he thinks is a popular book, one of unusual merit, he is going to say, "Now, there is my exceptional book that I will stand back of with a guarantee." You would defeat your own purpose, I take it, if you guaranteed all the books you published or all on your shelf.

**ROGER WHEELER:** I think you can all see that the point is not only to satisfy the booksellers' present customers, but by the use of judicious advertising, create new satisfied customers. But there seems to be a little bit of an underlying current that because of a little slow business recently, the booksellers have found quite a little unsalable stock on their shelves and are looking for some way to pass back to the publisher some of the results of their errors in judgment as merchants.

It strikes me that this plan could better be discussed if this Association would appoint a committee and perhaps request representatives of one or two publishers to discuss it and give the other side of the story. But I feel that this Association will always bear in mind that the publishers recognize that anything that will benefit the booksellers and bring prosperous times for them is a benefit for the publisher. I would like to make that as a recommendation, that a committee be appointed to discuss it with the publisher.

**SECRETARY MEYERS:** We don't, I believe, want to close this discussion until everyone who may be interested or may have something to contribute has had his say.

**SIMON L. NYE:** I think from the publishers down to the booksellers, we are all guessing. If a patron comes in and asks for a particular title, naturally we sell it to him if we have it, but if he wishes something recommended we do so with the assurance that if the book is not satisfactory he is at liberty to return it. The department store believes that "the customer is

always right." That is the position in our store. Your patron who comes in with some merchandise which is unsatisfactory to be returned or credited to his account, comes in with a chip on his shoulder. He is looking for trouble. And when you say, "Certainly, that will be all right; will you have a refund or can I give you something else?", you take his breath away and you retain your customer, but if you argue with him the customer I think is gone.

But I think we as booksellers feel that if our foresight were as good as our hindsight we'd have fewer old books on our shelves.

MISS GRIESSE: We all know that the selection of books for individual customers is the most difficult thing in the game. I don't see how any group of booksellers will be able to decide the best books for the whole trade.

And what about the publisher's relation with his authors? Can he pick one-fifth and say "I will guarantee these and exclude the rest from the preferred list?" And what about the inexpert bookselling clerk: suppose somebody sells a Temple Bailey customer a Virginia Woolf book, does the publisher have to stand back of that?

MR. NEWBERRY: I think we've got the wrong impression that the publisher has to stand back of something. He doesn't have to stand behind anything that he doesn't want to; and he won't get a chance to stand back of everything that he wants to.

SECRETARY MEYERS: How about another publisher's point of view?

ROBERT DEGRAFF: I think Mr. Fuller's idea has a great deal of merit and can possibly be worked out, but I think it has got to be studied very carefully. I think we all know that there are certain books that appeal to certain types of people and others that do not, and when a publisher or bookseller indiscriminately recommends and guarantees a book, regardless of customer, I think it is going to have a very bad effect. I think the people not only do not like to spend their money to read a book, but I think they dislike to spend their time to read a book that they don't like. And I think that some way must be worked out so that judgment can be used as who would like a book and who would not.

GUY HOLT: Mr. Fuller says that the public had some rights in the matter. I

have been listening and wondering just what rights they did have. I wonder just how much right a customer has to be satisfied, in Mr. Fuller's sense of the word? I think he has a right to ask certain questions about an article that he is buying and if the person who sells it to him represents a book as being good in a particular sense, and it proves to be not good in that sense, the customer has every right to be dissatisfied. I think, on the other hand, that if a customer asks merely for a book to read or, by going into a store and taking a rather general suggestion, buys a book and that book lives up to the publisher's claim of being good in its own sense it seems to me that the public, or the customer, has no right to demand a return of his money. That is an essential risk that he takes, just as he does when he goes to the theater, just as he does when he calls on a friend, the risk of being bored. I don't see how you can get rid of that particular risk in the book business, and I don't see how the publisher could guarantee return to the public; he can only guarantee quality within certain well-defined limits.

SECRETARY MEYERS: We have collected a large stack of books at the office which show that the bookseller would find a great deal of difficulty in letting the public know about them, for the blurbs on half of them say absolutely nothing about the books, and, surprisingly enough, we have found about a dozen with jackets where the stories described do not happen to be the stories in the books. That places a very unfair burden on the shoulders of the bookseller. The publisher ought either to furnish him with information that is competent or recognize his own errors.

MR. NEWBERRY: I don't think we need to worry about the public taking advantage of a situation like this. The experience of the department stores, in one of which I have the honor to be employed, has been that for the most part the customers do not take advantage of the effort to stand back of merchandise. Some stores have educated the public to a false attitude at their own expense, but wherever a sincere effort has been made to do what is reasonable the stores have experienced very little difficulty in getting the customer to use judgment and sense. There probably never has been anything in all merchandising that sounds more ridiculous than the

Fountain Pen Company, saying, "For \$8.75 we will sell you this fountain pen and we will guarantee it for your natural lifetime." They stand back of that guarantee. I happen to have had my fountain pen run over by a cart and I had no difficulty whatsoever in having it replaced. That's ridiculous, but they were glad to do it, and they have been most phenomenally successful in their field. Recently the tire people decided on an unlimited guarantee on the quality of

their tire, without regard to how many thousands of miles it had gone; they have found that useful.

I happen to be manager of my shop and somebody that doesn't know me personally comes in and asks me for a book and the look they have in their eye when we try to recommend a book is enough to break a man's heart. But if it's somebody I know, I only have to say, "I think that is a good book," and it's sold.

## TUESDAY AFTERNOON

### O. H. Cheney Presents Survey Recommendation on Reprints and Remainders

**CHAIRMAN O. H. CHENEY:** At the request of the Joint Board, first I want to talk about reprints. The Survey devoted a good deal of attention to this subject of reprints. We have submitted a report to the Joint Board and we hope that after further discussion it is going to win acceptance by the industry. The recommendations which we have made we believe are for the good of the industry, and certainly they are fair to all parties. Now here are the recommendations on reprints:—

**First**—No fiction title shall be reprinted in a cheaper edition, \$1.00 or less, before a period of one year has elapsed from the date of original publication.

**Second**—The only exception shall be that in the case of a novel which is to be produced in motion pictures or a stage play, before the one year has elapsed, the publisher may issue or rent plates for issuing a special motion picture edition under the following conditions:

(a) Such an edition shall be clearly marked "Special Photoplay Edition," and that on the jacket;

(b) Complete credit or allowance shall be made to booksellers on such stock of the original edition as they have on hand.

**Third**—No non-fiction title shall be reprinted in a cheap edition, \$1.00 or less, before a period of two years has elapsed from the date of original publication.

**Fourth**—Book distributors shall be notified of prospective reprinting not less than one month in advance, in the case of fiction, and not less than three months in advance, in the case of non-fiction.

**Fifth**—All cheap reprint editions of any title less than five years old shall be marked "Reprint Edition" on the jacket and on the title-page. No cheap reprint edition shall be displayed or advertised either by publisher or distributor in any way which might tend to confuse the buying public as to the nature of the edition.

**Sixth**—All reprint advertising which refers to prices of original editions of individual titles shall also in each case give the date of publication of the original edition. It is, however, strongly recommended that all comparative price advertising of reprints be eliminated. It is further urged that publishers' advertising of new non-fiction titles call attention to the fact that there can be no cheap reprint edition in less than two years.

**Seventh**—In order to prevent unfair competition, all contracts or arrangements for reprinting shall require the reprint publisher to abide by all of the above provisions which apply to him.

**Eighth**—In order to prevent unfair competition, all sales made to retailers shall, as part of the terms of sale, require the retailer to abide by all of the above provisions which apply to him.

**Ninth**—This understanding shall go into effect July 1, 1931, except that as a transition measure to relieve publishers, provision No. 3 (that is the provision with regard to non-fiction) shall go into effect July 1, 1932, and in the year between the present reprint period on non-fiction shall be one year instead of two years.

We made a separate report on remain-

ders because, of course, the conditions are different and some of the provisions are similar but there are certain conditions which are really different. Now, the following provisions are suggested as the basis of sound trade practice on the subject of remainders:

First—No publisher's overstock of any fiction title shall be remaindered before a period of one year has elapsed from the date of original publication.

Second—No publisher's overstock of any non-fiction title shall be remaindered before a period of two years has elapsed from the date of original publication.

Third—Notice of remaindering shall be given to the established distributors, either by mail or by advertising in trade papers at least three months in advance.

Fourth—No publisher's overstock shall be remaindered through any channel other than general bookstores or department stores, and the recognized jobbers who serve these outlets, until these outlets have been given a period of one month in which to decide on purchasing such remainders at a fair price.

Fifth—No remaindered book shall be sold, advertised or displayed at retail in such a way as to disguise the fact that it is sold at a reduced price because it is publisher's overstock or in such a way as to confuse the buying public.

Sixth—All terms of sale between publisher and any distributor, whether jobber, retailer or mail-order house, shall make it obligatory upon the distributor that all advertising and display shall conform, both in letter and spirit, with this protective principle.

Seventh—No publisher shall contract with any distributor to print an edition of a title after the original remaindered stock is exhausted; to be sold as remaindered, such an edition shall be specifically designated as a reprint edition and offered to the whole trade on regular terms as a new edition.

May I say that the Joint Board has not as yet taken up this report on remainders. The first meeting, the whole meeting was confined to the subject of reprints; at the next meeting this subject of remainders, although it was submitted at the time, will be taken up in detail but has not been discussed as yet by the Joint Board.

One of the fine things about this whole survey is the splendid way in which we have been supported by the publishers and the booksellers and the jobbers; everybody has been giving us figures, such figures as it was stated last September we could never get, and we have been able to work out some very interesting material which will be given in a final report, about the first of September.

Now I am very hopeful that out of all of this we are going to start some real reforms that will be helpful to the whole industry. It can only be accomplished by the complete cooperation of everybody in the industry. Please remember this, I know of no industry in the United States today where every element in the industry is working toward the one thing as we now are working in the book industry, and I am very hopeful that we are going to see some real results.

#### Discussion

In the discussion which followed Mr. Cheney's reading of the reprint recommendations, John Kidd said a year on fiction and two years on the miscellaneous was altogether too short a time. He thought that the ideal arrangement would be two years on fiction and either three or five years on non-fiction. He maintained that if a book itself is worthwhile the publisher could certainly forego that extra time in order to let booksellers have an opportunity of doing a little better job on the original edition. Mr. Kidd felt that with the short period suggested the trade is affecting the confidence of the public, when it sells, for instance, a book like "My Experiences in the World War" by General Pershing at \$10, only to have it go so soon into a reprint edition.

Mr. Traver of Trenton, N. J., declared himself in favor of three years for non-fiction and two years for fiction.

Alice Steinlein of Wilmington, Delaware, was in favor of three years for non-fiction but she declared that it was her experience that very few novels live more than six months and she would therefore be delighted to get her rebate on novels left over at the end of the year rather than carry them along for two years.

Richard Fuller of Boston said that there is one important point to consider in the case of non-fiction when publishers say:

"The sale has dropped on such and such a title to a point where now it will be much better for us and for the author to put it into reprint form." While this is quite so, said Mr. Fuller, nevertheless the bookseller has anywhere from two, five to eight copies of that particular book. The sale has not stopped throughout the country and the bookseller is still trying to work off a number of copies which he overbought. This point, that when the publisher's sale has stopped the bookseller's sale has not entirely stopped, ought to be kept in mind. For this reason, Mr. Fuller was in favor of the three year period.

Robert deGraff of Garden City Publishing Co., said that the whole reprint matter is a question of economics, that some books should come out in five years and some books should come out in one year and that he thought it very hard to lay down a hard or fast rule when a book should be reprinted and when it should be sold at a lower price.

Eugene Reynal said that he thought that all the really successful books that are put out by good houses average in age somewhere between three and four years. It was his opinion that the important booksellers could probably get an agreement among the reprint houses to hold off at least three years and sacrifice the one or two books that might be profitable to bring out sooner.

Mr. Grauer spoke in favor of a graded scale for non-fiction reprints for it seemed to him that otherwise it would be manifestly unfair to the people who purchase, for instance, a \$10 set of books today and find that in the course of two years they can buy it for \$1. Certain books should have a longer life and the merits of those books ought to be protected by keeping the price on a reasonable level for as long a time as it is possible to do without injury to the book and the sale thereof. A set of books, for instance, which is good enough to sell for \$10 should make its first drop at the end of the year to \$5. It should then stay in that class for a year or two before it is dropped to its final resting place at \$1.

Following Mr. Cheney's recommendations on remainders, Robert deGraff spoke of that original edition stock which the reprint publisher generally buys when he gets the rights for a \$1. edition

of a non-fiction book. This stock, said Mr. deGraff, is generally sold through drug and cigar stores, and he wanted to know whether booksellers would be interested in buying that stock rather than have it get into the hands of the drug and cigar stores. David Newberry said that he would jump at the chance to buy stock of the original edition and that he could probably sell it at a slightly higher figure without hurting the sale of the dollar reprint.

The rest of the discussion in this afternoon session was taken up with such subjects as staple stock, price cutting, and publishers' trade advertising. In answer to Mr. Cheney's question "What do you call staple stock?" Richard Fuller replied, "the books that used to sell and now don't sell any more," a remark which was greeted with laughter and applause. Mr. Fuller declared that "Fannie Farmer's Cook Book" is about the only title which you can count on as being really staple these days. He was of the opinion that publishers are not getting orders on their so-called staple business because booksellers cannot find a market for it. He believed that this situation was due partly to the speed with which this modern world was moving.

Mr. Carhart of Brooklyn suggested that booksellers start selling business books.

On the matter of price cutting, Mr. Cheney spoke briefly, and Ellis Meyers declared that the trade's only salvation in this matter lay in the passage of some such legislation as the Capper-Kelly Bill.

Robert deGraff suggested that the publishers' association and the booksellers' association appoint a joint board to investigate what might be done about price cutting.

Mr. Remington believed that publishers are advertising too many titles. In his opinion publishers have not sold the idea of bookowning to the public at large. Without books there is no culture, said Mr. Remington. Books should be made fashionable through advertising. Lewis Traver declared that there ought to be two kinds of book advertising, one to the trade and one to the public. Mr. Sanford said that what a bookseller wants to know about a book is who the author is; if its fiction and where the plot of the story is laid; who are the principal characters. Said Mr. Newberry, "We want to know who will be interested in the book, and why!"

# Group Meetings

*WEDNESDAY MORNING*

I.

## Large City Round Table

Richard F. Fuller, Chairman

THE Large City Round Table Group began its discussion on Wednesday morning with the subject of reprints, which had been discussed in the Open Forum on Tuesday afternoon.

John Kidd stood out firmly for not less than three years as the proper interval between the original edition and the reprint edition of non-fiction titles. He cited the success of the reprint of Wells' "Outline of History" as a case in point, because in that case ten years had intervened and yet the reprint sold. In the interval the booksellers had been selling the expensive editions.

Frank Magel and Richard Fuller were inclined to think that two years was too long a period to elapse between the original and reprint editions of fiction titles. But Mr. Fuller also spoke in favor of the three year interval for non-fiction especially to allow the bookseller to get rid of his stock on hand of the original edition. It was felt by various booksellers that the interval ought to be fixed so the bookseller could say to his customer that the book would not be reprinted before a specified time and so in many cases encourage the customer to order the original edition immediately.

One speaker thought that the conclusions arrived at by Mr. Cheney should be accepted; but one bookseller objected that he felt his thirty-five years experience gave him a right to express his well-considered conclusions.

Frank Magel then brought into the discussion of reprints the question as to whether the question ought not to embrace cheaper editions issued by the original publisher. It was just as hard for the bookseller to have the original publisher follow a ten dollar book too promptly by a five

dollar edition, or a five dollar book by one at two-fifty.

The question was then brought up, whether the publisher ought to take back the booksellers' unsold stock on the original edition when the reprint came out. Mr. Kidd pointed out that many publishers, when the bookseller told them that he could not sell the original edition in competition with the reprint, offered the bookseller just as many more of the original edition, so that he would then have twice as many unsalable books.

Christopher Grauer said that there ought to be a more clearly defined trade practice on this matter because some publishers very graciously took their books back, others offered to send a double quantity, others asserted that they couldn't do anything at all about it, that it was up to the bookseller to get rid of them.

The general discussion then shifted to the subject of mail-order. Ellis Meyers said that the Association office had been asked whether it could handle mail-order for the bookseller. He reminded the members present of the mat and layout service offered by the Association. John Kidd said that the Association's service ought to be very much enlarged and improved to make it useful, especially to large shops.

Mr. Grauer spoke of the work he had done in his store circularizing special lists. Mr. Fuller reminded the meeting that the chief thing the booksellers want is to get the customer into the store. This was admitted, but Mr. Grauer gave the impressive example of selling by mail twenty-five copies of a religious book when the author spoke before a Buffalo club. It was suggested that booksellers keep their mailing lists up to date by asking whether customers were still interested. One shop

got an 88% return to such a letter. Mr. Carhart, on the other hand, told of getting lists of names from real estate men, and from society columns and being unable to trace a single return on a list of five hundred names.

Mr. McLean, who is an ardent advocate of mail-order selling, spoke of his experience of sending out to his customers fairly long letters with good results. He described how his mailing list had been built up and the cost of starting it and keeping it going. Among the sources of new names he mentioned a nearby garage where many people came to park their cars, nearby office buildings, clubs and hotels. The list is kept constantly.

The question of a large advertising campaign, possibly in the *Saturday Evening*

*Post*, came up with some saying that it would create new readers, others that it would not bring enough results to pay. The radio broadcasts, especially the Alexander Woollcott broadcasts, also were discussed. Sidney Satenstein felt that if the booksellers had cooperated with the plan as heartily as the librarians had that the experiment might have been very much more profitable. A publisher objected that some of the reviews had been unfavorable but on the other hand another publisher, Macmillan, was quoted as saying, when informed that an unfavorable review of one of their books was contemplated, "say what you please about it." The opinion was offered that uniformly favorable reviews are apt to bore the listener and cause him to lose confidence.

## II.

### The Antiquarian Group

Dr. A. S. W. Rosenbach, Chairman

THE purpose of the meeting was to discuss the feasibility of forming an Antiquarian Group of the American Booksellers' Association or of organizing a separate association comprising rare and second-hand booksellers. Dr. Rosenbach explained the meeting would be entirely informal and asked that everyone cooperate in giving suggestions and discussing the various problems that might be taken care of by an organization of the Antiquarian Group.

Immediately the subject of the recent thefts of rare books became a topic of absorbing interest. Mr. Pesky thought that if an organization existed, some private method of marking might be devised which would make it possible to distinguish a stolen book. Various discussions and reports of thefts from the booksellers attending showed an increase of theft that amounts to a problem which ought to receive immediate and efficient attention. A number of suggestions for handling this serious situation were made but the fact that individual booksellers have not prosecuted the guilty when they have been discovered was decried. So it was suggested, in the event of organization, a rule should be made

excluding from membership any bookseller who did not cooperate with the rules, which would be necessarily hard and fast.

There followed a discussion concerning books as investments. Dr. Rosenbach made the statement that he did not believe in selling books from the investment point of view. The expression of this policy had an enthusiastic and unanimous reception.

At this point Mr. Meyers, the Executive Secretary of the American Booksellers' Association, was called upon. He briefly described the background of the American Booksellers' Association, offering its service and equipment to the Antiquarian Group. He mentioned the Executive Office, the staff and the willingness of the existing organization to try to study and understand the problems of the Antiquarian Group and promised to work with the group in the event that they should organize.

It was suggested by Mr. Pesky as an idea for development that some plan might be evolved whereby there could be an interchange of lists of rare books with special discounts to the membership for the purpose of quicker disposal of the individual shop's inventory. There was a difference of opin-

ion here. The majority considered this to be an individual problem rather than one to be taken up by a National Group.

The thought was expressed that the rare and second-hand booktrades were not standardized and therefore an organization might not be as necessary or as helpful as they are to other trades. There is not and never could be a standard price for particular items upon which antiquarian booksellers might agree.

Mr. Gannon suggested organization would be profitable and ought to be entered into "if we can get protection from the outside world. Therefore we ought not to refuse to accept it."

The value of the English Antiquarian Booksellers' Association was considered. Those who were members and had experience with it recalled that the chief interest was in its social affairs. Their service of credit exchange is not of great value, since this also is an individual problem.

Mr. Swann said he would be one hundred per cent for anything that would be of benefit and mutual help. He mentioned the fact that every trade had an organization of some kind.

Dr. Rosenbach asked for an expression of opinion as to whether or not such an organization ought to be connected with the American Booksellers' Association.

Mr. Swann thought the trade large enough to have an organization of its own. He added, "I personally hope it can be formed. The new and old booktrade do not talk the same language. Their problems are so very different." He was decidedly in favor of a separate organization.

Mr. Gannon expressed his opinion in favor of forming an organization. His sympathies were toward a separate organization but he thought it might be possible to work with the American Booksellers' Association, taking advantage of the existing organization to work out the various problems of the Antiquarian Group.

Mr. Schulte was wholeheartedly in favor of forming an Antiquarian Group as a part of the American Booksellers' Association. He said in part, "Our problems are our own, but we could form a part of the organization by tying up with it and getting the benefit of the Executive Office. This would be very difficult for us to accomplish alone. There are many stores which could and would join the group and

would cooperate."

Miss Scarth hesitated to give a definite opinion, desiring to think the matter over further. She expressed the thought that working with the American Booksellers' Association would save expense, but that every old and rare bookshop was different and it would be difficult to reconcile them as an organized group.

Mr. Pesky favored forming an Antiquarian Group as a part of the American Booksellers' Association.

Mr. Heartman called attention to the difference in character between the second-hand and rare booktrades. They therefore ought not to be included under one organization until they could prove a working background by a trial experience. He suggested forming a series of round tables in each city, each round table to meet once a month and discuss problems and submit them after a year for the purpose of deciding whether or not such an organization would be feasible and desirable. Should the Antiquarian Group organize, Mr. Heartman expressed his opinion in favor of an individual organization.

Miss Zahn spoke for Sessler's in favor of a separate association should such a group organize.

Mr. Gannon suggested one of the advantages of organization would be to work with the problem of Customs on the importation of Modern First Editions.

There followed a suggestion that all the Antiquarian Booksellers (including second-hand and rare book dealers) be circularized in order to determine if a general desire for an organization of this character exists.

Dr. Rosenbach asked the acting secretary to draft a form of questionnaire; to submit it to Mr. Meyers of the American Booksellers' Association and to ask that it be sent out to the rare and second-hand booksellers in the United States for the purpose of determining this question.

The following were in attendance:

Theodore Schulte of Schulte's Book Store, Inc., New York City; Philip Pesky and Mrs. Philip Pesky of Schulte's, Inc.; Helen Scarth of the Farmington Book Shop, Connecticut; Mrs. C. P. Franklin of Overbrook, Philadelphia; Charles Heartman of Metuchen, New Jersey; William Gannon of New York City; Arthur Swann of New York City; Mabel Zahn of Sessler's Book Shop, Philadelphia.

## III.

## Small City Group

Robert C. Saltmarsh, Chairman

THE program for the Small City Group consisted, as it did last year, of a series of talks. Robert deGraff of the Garden City Publishing Company talked on how to display books in order to make them appeal to the customer. His talk showed especially the ways to display and merchandise dollar non-fiction. A. A. van Duyn, of the Doubleday, Doran Book Shops, Inc., made a most helpful and amusing talk on the principles and practice of good window display. This will be printed in full in the June 6th issue of the *Publishers' Weekly*. Major I. D. Carson of N. W. Ayer & Son talked about the problem of advertising books as they appear to an expert in the general advertising field.

Eugene Reynal, of Blue Ribbon Books, also addressed the Round Table on dollar books. Marjorie Griesser, of the National Association of Book Publishers, spoke on the community of interest of publisher and bookseller. M. S. Harding, of the University of Minnesota Press, spoke on the market which they have found for specialized books on child care. W. G. Dress, of the Duluth Show Case Co., gave a talk on book counters.

Mr. Saltmarsh, in making his report on the Small City Group speakers, was most appreciative of the cooperation of the publishers and of the publishers' association who had provided the speakers for the occasion.

## IV.

## Religious Bookstore Group

W. H. Davies, Chairman

THE Religious Group was smaller than usual this year. William Savage, of Scribner's, talked on "What Cooperation the Bookseller Has a Right to Expect from the Publisher" and Howard Jacobs, of Jacobs Bookstore of Philadelphia,

took the same question from the point of view of the bookseller. A committee was appointed to try to increase the size of the religious bookstore group and to work out some scheme to increase its attendance at the conventions.

## V.

## College Bookstore Group

Ward G. Biddle, Chairman

THE College Bookstore Group held an informal meeting. The College Bookstore Association is holding its Ninth Annual Convention at the University of Utah, Salt Lake City, in August. But there were twelve members present at the Philadelphia Convention. The first subject of discussion was about discounts. With the average overhead of the college bookstore at twenty-six per cent and two-thirds of the book purchases at twenty per cent, college bookstores have to sell other

things besides books and most of them become little department stores. In recent years, through the encouragement of the publishers' association, various college bookstores began to stock general books. The main difficulty seems to be to persuade the publishers that a college bookstore carrying a general line of books ought not to have to buy those books at only twenty per cent discount. The National Association of Book Publishers has promised assistance to college bookstores with trade de-

parts in getting this matter settled more satisfactorily. There are now about 195 members in the College Bookstore Group.

The general feeling held by the Philadelphia Convention, was that the College Bookstore Group should be closely connected with the American Booksellers' Association.

It is much hoped that some arrangement will be made whereby every member of the College Bookstore Association will automatically become a member of the A.B.A., and that the College Group will hold Conventions at least every other year with the A.B.A., giving two days for the college conference and the rest of the time with the main group.

## WEDNESDAY AFTERNOON

### VI.

## Combined Large and Small City Groups

Richard F. Fuller, Chairman

CHAIRMAN RICHARD FULLER called this group together on Wednesday afternoon, and the meeting opened with discussion on the matter of breaking publication dates. Stock control was a feature discussion subject of the afternoon. David Newberry was called upon to describe the plan which he uses. This method is to have a separate card for each book carried regularly in stock. These cards are arranged under publishers, by the type of book. The best arrangement for the card file, said Mr. Newberry, is to have a master guide in the file with the publisher's name and then have smaller guide cards to show travel books, biography, fiction, poetry, etc., depending on the size of the publisher's list. The problem of introducing new books into this system is a difficult one. Mr. Newberry makes out a new card for every book ordered and puts that in the Coming File, under the publisher's name. When the book comes into stock, the card is pulled out of the Coming File and put into the Best Seller File which is checked every week. If at the end of four weeks that book hasn't sold, and it seems evident that it is not a reorder item, the card is torn up. If it is selling, re-orders are made from that weekly check. At the end of the season the Best Seller File is checked over and all the new book cards that have been in the Best Seller File all season are transferred to the Staple Stock File, unless they happen to be still very active, in which case they remain where they are. It cost \$25 to start this system.

The Juvenile Rental Library was discussed. Christopher Grauer said that if the

privilege of borrowing books were extended to children, they might become habitual borrowers. Frank Magel took the opposite view and said that the circulating library for children is almost perfectly designed to sell books for children because in the average child the sense of possession is very strong.

Discussion on the problem of the withdrawal of library business from the bookstores was lively. Christopher Grauer said that the library business of a town belongs rightly to the bookseller and not to the jobber or the publisher. Several booksellers testified to losing library accounts to jobbers. Mr. Larson of Baker & Taylor emphasized the highly competitive nature of library business and said that his firm was always anxious to cooperate with the bookseller and was glad to throw the library business in the way of the local bookseller wherever he was the firm's customer, in competition with the other large supply houses. Mr. Larson pointed out, however, that if the local bookseller didn't get the account, the jobber would be forced to compete for it in discounts with the other supply houses. Mr. Carhart believed that a library is mostly concerned with getting as low a discount as any other library and that the retail bookseller cannot afford to give the discount to which many libraries have been accustomed. Several protests against Baker & Taylor and The American News Company on the library discount matter were recorded. Mr. Larson offered the information that Baker & Taylor is at present handling the business of approximately 500 libraries through bookstores.

# Executive Session

AT the beginning of the executive session B. E. Sanford, Chairman of the Auditing Committee, expressed the belief that the work of the Executive Office might become so standardized in the next two or three years that a large part of the expense of having the books audited by W. C. Heaton & Company might in

the future be saved. Toward the end of the session it was suggested that the next convention might take the form of a four-day weekend cruise. Two steamship companies were spoken of as possibilities. Detroit, Mich., and West Baden, Ind., have both offered to entertain the next convention.

## Resolutions Committee Report

A. B. Carhart, Chairman

All the following resolutions were carried:

### I

RESOLVED, that we urge upon our members the systematic development of mail-order business and the maintenance of mailing lists upon the basis of plans approved by this Association.

### II

RESOLVED, that we recommend the greater use of *The Book Review*, now published in cooperation with our Association, as a valuable mailing piece which our members can obtain at a special discount.

### III

RESOLVED, that we recommend the advertising assistance and service offered to members by the Executive Office of the Association.

### IV

RESOLVED, that we urge upon all members the use of the facilities of the Clearing House maintained by the Association for reducing shipping costs.

### V

RESOLVED, that we urge all our members to recognize the value of a uniform system of accounting and to adopt it in their bookkeeping.

### VI

RESOLVED, that we urge upon all booksellers the importance of strict observance of publication dates in the release of new books, as essential to the welfare of the trade and the preservation of good faith between booksellers.

### VII

RESOLVED, that we request book publishers and jobbers to adopt uniform and easily recognizable forms of notice of publication dates that shall be attached to invoices and enclosed with shipments.

### VIII

RESOLVED, that we commend the work of the Joint Board of Publishers and Booksellers and recommend that its activities be continued.

### IX

RESOLVED, that we approve the project for establishing a Consolidated Warehouse on the Pacific Coast as soon as this can be made self-sustaining.

### X

RESOLVED, that we welcome the formation of a Central Division of The American Booksellers' Association and heartily approve the action of the Illinois Booksellers' and Stationers' Association toward this end.

## XI

RESOLVED, that we approve the establishment of an Antiquarian Section of the Association among the dealers in old and rare and second-hand books.

## XII

RESOLVED, that we approve and endorse The Resale Price Bill, known as the Capper-Kelly Bill, as originally introduced, and urge all members to write to their Congressmen and Senators to vote in favor of it, when it is next introduced in Congress and that satisfactory refund or return-credit be allowed to booksellers for unsold stock on hand; and be it further resolved: that we record our approval of the principle of the other items governing the publication of reprints proposed in the report of O. H. Cheney to this convention.

## XIII

RESOLVED, that we, the American Booksellers' Association, record ourselves as in favor of the full justice to the authors of other countries which would be provided by the entrance of the United States into the International Union for the Protection of Literary and Artistic Property.

## XIV

RESOLVED, that this Association deplores and protests against the writing and publication of books that exploit revolting lewdness and profanity.

## XV

RESOLVED, that we approve the idea of a "guarantee-label," for the exclusive use of Association members, and recommend that the Board of Directors shall negotiate a satisfactory basis of operation for such a plan.

## XVI

RESOLVED, that we believe that adequate trade discounts should be allowed to retail dealers upon re-orders and pick-ups, as well as on their regular stock orders, and that a fixed return privilege be generally established.

## XVII

RESOLVED, that it is against the best interests of the booktrade for publishers to re-issue any book in a reduced-price edition in less than one year from the date of first publication: and that books should not be issued in cheap reprint editions or sold as remainders while such titles are still on sale in legitimate retail bookstores, nor in any case in less than one year after publication date for fiction or three years for non-fiction.

## XVIII

RESOLVED, that we disapprove of the authorization of use of any current book as a premium, either by its own title or a changed title, while the same book is offered for sale through the trade.

## XIX

RESOLVED, that publishers' contracts making possible the reduced-price offers or combination rates through book clubs are detrimental to the interests of the trade unless retail booksellers are offered the same titles to sell at the same prices on regular trade terms and discounts.

## XX

RESOLVED, that we disapprove of publishers' advertising, on book jackets or bands, or in periodicals or newspapers, that certain titles are, or will be, or have been, book club selections.

## XXI

RESOLVED, that we disapprove of publishers soliciting direct orders or correspondence with book buyers by means of cards inserted in books or by announcements on book jackets, thereby unjustly invading the retail booksellers' field.

## XXII

RESOLVED, that we believe that publishers' advertising should be especially directed toward sending book buyers to retail booksellers and toward building up legitimate distributors.

## XXIII

RESOLVED, that we recognize with appreciation the work sponsored by the National Association of Book Publishers for increasing the sale of books in bookstores and in constructive publicity for enlarging the book market.

## XXIV

RESOLVED, that we are in favor of a prolonged nation-wide advertising campaign to stimulate book-owning and book-buying among those who are not now habitual book buyers or readers of book reviews and that this project be referred to the Board of Directors to devise a plan that will enlist the support and cooperation of authors, book publishers, periodical publishers, and all other allied interests.

## XXV

RESOLVED, that we express our appreciation and thanks to the American Book Bindery and Mr. Sidney Satenstein for the initiative and energy expended in maintaining the radio publicity campaigns of *The Early Bookworm* and of *The Book Reporter*, and urge upon our members the benefits from active cooperation with the current weekly radio broadcasts by book displays and mail notices and the effective use of the names obtained from this source.

## XXVI

RESOLVED, that we approve of efforts to encourage general advertising and publicity for the benefit of all bookstores and recognize with appreciation the cooperation the *Golden Book* and *Review of Reviews* have given us in this direction.

## XXVII

RESOLVED, that we disapprove of any advertising that emphasizes a comparison of prices below the selling prices in established bookstores.

## XXVIII

RESOLVED, that we disapprove of advertisements offering to supply current books at a general cut price or discount, and protest especially against the acceptance of such advertising by literary and book review periodicals or supplements as being against the best interests of the booktrade.

## XXIX

RESOLVED, that we express our appreciation of the sincere and efficient work of our Executive Secretary, Ellis W. Meyers, who has faithfully served the Association for the past six years.

## XXX

RESOLVED, that we hereby express our thanks and appreciation to Mr. Christopher Morley, who acted as our Master of Ceremonies, to Her Highness, Marie, Grand Duchess of Russia, Miss Margaret Widdemer, Miss Agnes Repplier, Mr. Mark Sullivan, Captain Cornelius W. Willemse, Mrs. Edward Albert Wiggam, Mr. Samuel Scoville, Jr., and Mr. Cyrus H. K. Curtis, our speakers.

## XXXI

RESOLVED, that we hereby express our thanks and appreciation to Cosmopolitan Book Corporation, Dorrance & Co., Farrar and Rinehart, Grosset and Dunlap, Harper and Brothers, Alfred A. Knopf, Inc., The John Day Co., Laidlaw Bros., J. B. Lippincott Co., Lothrop, Lee and Shepard, Macrae Smith & Co., David McKay Co., National Publishing Co., Oxford University Press, Peter Reilly Co., Fleming H. Revell Co., Richard R. Smith, Inc., Simon & Schuster, Inc., Vir Publishing Co. and John C. Winston Co. for souvenirs; and to Charles Scribner's Sons for convention programs; to Random House for programs for Authors' Night, to Harper and Brothers for coupon ticket books and memorandum note books and to John C. Winston Co. for printing; to Mr. Harry Salpeter for assistance in the radio broadcasting, and to Mr. Ike Ottenheimer for assistance to Chairman William S. McKeachie in securing railroad certificates.

## XXXII

RESOLVED, that we hereby express our thanks to the management of the Hotel Bellevue-Stratford for the hospitable welcome and efficient service, and to the press representatives and all others who have contributed to the success of the convention.



*Stanley G. Remington  
and John G. Kidd*



*Champlain, N.Y.*

## Election of Officers

Lewis B. Traver

*Chairman of Nominating Committee*

<i>President</i> .....	<b>GEORGE W. JACOBS</b> , Philadelphia
<i>First Vice-President</i> .....	<b>PAUL ELDER</b> , San Francisco
<i>Second Vice-President</i> .....	<b>W. C. JACQUIN</b> , Peoria
<i>Third Vice-President</i> .....	<b>WARD G. BIDDLE</b> , Bloomington, Ind.
<i>Secretary</i> .....	<b>EUGENE L. HERR</b> , Lancaster, Pa.
<i>Treasurer</i> .....	<b>STANLEY G. REMINGTON</b> , Baltimore

### *Members of the Board of Directors*

RICHARD F. FULLER, Boston

ERNEST EISELE, New York

JOHN G. KIDD, Cincinnati

THEODORE E. SCHULTE, New York

CHARLES MCLEAN, *Dayton*

### *Alternates*

One to be appointed by the College Group; One by the Religious Group; One by the Antiquarian Group.

# Entertainment at the Convention

Howard M. Jacobs, Chairman

THE Monday night dinner-dance has become firmly established as part of the convention ritual. The Bellevue-Stratford provided an ideal room for the event, small enough to give the party the informal air that it needs to be a success but large enough so that there was plenty of space for the dancers. An almost too enthusiastic audience was sometimes disconcerting to those who attempted to sit still for a moment's conversation, but, once on your feet it encouraged you to dance through every encore. Until midnight new arrivals were constantly drifting in to join the dancers.

Tuesday was a real summer day, warm and sunny, and the delegates all got into buses and rode out along the famous Main Line, which was looking its loveliest with dogwood and lilacs all in blossom, to historic Valley Forge. Then there was another dinner-dance at the Merion Cricket Club.

Wednesday night was Authors' Night. The Academy of Music was packed with booksellers and their friends and the literary public of Philadelphia. Christopher Morley was at his best as master of ceremonies and host. Grand Duchess Marie of Russia spoke a few graceful words of greeting. Samuel Scoville, Jr., told the entertaining story of how he began to write nature books. Albert Edward Wiggam talked about "The Marks of an Educated Man," in which list he included tolerance and a willingness to accept new ideas, and humility. Margaret Widdemer made a plea for reading what you like to read instead of what you think you ought to read. She was very severe with all readers of Proust and seemed to feel that no one read him for pleasure or if anyone did he was a rather unpleasant person. Mark Sullivan told some amusing stories and gave some graphic illustrations of his contention that life has changed more rapidly in our own lifetime than it had in all the rest of the Christian era. And Captain Cornelius W. Willemse told graphically what goes on behind the green light. The music was

furnished through the courtesy of Random House by the unique Harmonica Band of Philadelphia.

On Thursday night was held the Annual Banquet. The large banquet hall at the Bellevue-Stratford was crowded. The first speaker was Agnes Repplier who talked brilliantly. We very much regret that we are unable to give Miss Repplier's talk in full. It was certainly one of the high spots of the convention.

"In the time of Louis XIV," she remarked, "only seventy books were published in a given year. Today in France, 11,000 books leave the press each year but of the seventy of the time of the great Louis a large proportion are holding their own today. I wonder how many of the books published this year in England and America will be read two hundred years from now? I fear they will be crushed by the mere weight of their own numbers."

The next speaker was Cyrus H. K. Curtis, publisher of the *Saturday Evening Post* and other large magazines. Mr. Curtis told one of the many amusing stories which brightened the convention. "My position," he said, "is like that of the Negro preacher who called on the Lord. 'Use me, use me, Lord,' the preacher pleaded, 'even if it's only in an advisory capacity.'" Mr. Curtis talked about the present depression which he said was as nothing compared to previous depressions.

The final speaker at the Banquet was Josephine Dascom Bacon who was supposed to talk on Authors' Night but arrived the next night through some misunderstanding. She made a plea to authors to write for children the sort of books that children really like. Especially she pled for more romance in books for older boys and girls.

Each delegate to the convention carried home a huge bag of fourteen or fifteen books. It's always an interesting sight to see booksellers who must buy books, handle books and read books every day of the year waiting patiently in line for their bags of souvenir books.

# Philadelphia Booktrade News

Joseph E. Molloy  
*of the Philadelphia Inquirer*

**W.** C. BROWN'S latest mystery novel, and perhaps his best (or better), will be called "Laughing Death" according to rumors current in the vicinity of the Aldine Bookshop, of which Mr. Brown is the co-proprietor and where he dabbles in bookselling (even now) and bookcollecting those times he is not in the throes of composition. "Laughing Death" will be a fall publication of the J. B. Lippincott Company.

\* \* \*

The final volumes of the six-volume set of what is to be the standard edition of Martin Luther in the English language will soon be available to the trade. This work, the publication of the United Lutheran Publication House in conjunction with A. J. Holman and Company, has taken twenty years of the time of some of the Church's most able scholars and its completion has been eagerly awaited by religious students the world over. The first two volumes appeared in 1920, volume three last fall, volume four last February, volume five this month and volume six is scheduled for June appearance. Other publications of general interest on the spring list of this house include "Consecrated Leadership" by Amos J. Traver, "The Christian Way of Liberty" by Dr. J. A. W. Haas, president of Muhlenberg College, and "What Ought I To Believe?" by the same author.

\* \* \*

Emma Ramage, friend of us browsers at Jacobs' Book Store for over thirty years, was the guest of honor at a sumptuous dinner given at Green Hill Farms by the store on the occasion of her retirement recently. Miss Ramage, if she needs introduction, was the pleasant lady who met you as you entered the store, and told you, if you happened to want to know, where Leo Taylor was to be found.

\* \* \*

New titles from the University of Pennsylvania Press include Burton Alva

Konkle's noteworthy biography of "Joseph Hopkinson," "Conscientious Objectors in the Civil War," an important excursion into a little-known field of American history by Edward N. Wright, a study of "Thomas Pelham-Holles: Duke of Newcastle," statesman who made the reign of George I. brilliant, by S. H. Nulle, "The Colonial Land and Emigration Commission," an analysis of a phase of British policy in the early 19th century, by Fred H. Hitchins, "Modern English Reform" by Edward P. Cheyney, and "Germany and the Diplomatic Revolution: a study in Diplomacy and the Press, 1904-1906" by Oron J. Hale.

\* \* \*

Emma Feldman's bookshop at 1230 Locust Street observed Music Week with something out of the ordinary in the way of a window display. Miss Feldman's shop, within a block of the Academy of Music, is a favorite haunt of concert-goers, and her display featured "Making an Orchestra," by Dorothy B. Commins, and other recent musical titles. A full-length statuette of the master, Stokowski, gave the final and proper patriotic touch. The auction house of Stan. V. Henkels is bringing its season to a close with something of a bang. By far the most important sale held in Philadelphia for years and certainly one of the most important held in the United States this year was that held on May 15th, disposing of the family papers of Alexander Hamilton and several early American portraits, the property of descendants of Hamilton. A painting in oil of Hamilton, done by John Trumbull, fetched \$15,500, while Robert Edge Pine's portrait of General Walter Stewart brought \$5,300. The autograph material included the Andrew Ellicott papers, which brought \$760, eight George Washington letters, which brought \$1,130, and a fine example of Benjamin Franklin's correspondence, which brought \$530. Ninety-three items passed under the hammer.

### Brewer, Warren & Putnam Win Prize

THE *Atlantic Monthly* \$100 prize for the advertisement from the May *Atlantic* "best designed to sell books in bookstores" was won by Brewer, Warren & Putnam. The page featured the book "Can These Things Be?" by George Seldes. The account is handled by Charles H. Denhard and Co., advertising agents; the copy was prepared by Robert Buckner.

### New Officers for Princeton Press

AT the annual meeting of the Council of the Princeton University Press, Charles Scribner, Jr., was re-elected president, Dean Andrew F. West vice-president, Clarence B. Mitchell treasurer, and Paul G. Tomlinson secretary. Paul G. Tomlinson was also re-appointed manager of the Press and Frank D. Halsey assistant manager. To the Publication Committee the Council elected Professor E. Baldwin Smith.

### Play Publishers' Convention

THE first Play Publishers' Convention was held in Philadelphia May 19th and 20th. The publishers represented were Penn, French, Baker, Denison, Eldridge, Bugbee, Banner, Longmans, Fitzgerald and Dramatic Publishing Company. Among the subjects of discussion were; "On what grounds, if any, should exchanges be made?" "What must be our attitude toward the University Extension Departments when plays are requested for state wide distribution?" "As a matter of protection should we turn over our whole lists to the many new play brokers who wish to start in the play business?" "Should we sell to any broker who is either openly or secretly violating long established rules of play publishers?" "Just what are legitimate excuses, if any, for a reduction or cancellation of royalty?" "Is a discount to libraries on small orders necessary? Discuss discounts to schools, private teachers, etc. Possible abuses by customers."

### Harry Gage Becomes Officer of B. Altman & Company

HARRY L. GAGE, president of William H. Denney Company and secretary of the Bartlett Orr Press, on

June 1st will become vice-president of B. Altman & Company. Mr. Gage was for six years professor of graphic arts and head of the department of printing at the Carnegie Institute of Technology. He is director of linotype typography at the Mergenthaler Linotype Company and vice-president of the American Institute of Graphic Arts. Mr. Gage will resign his posts in the Denney and Bartlett Orr companies upon taking up his new duties.

### Changes in Macmillan Staff

FURTHER changes in the Macmillan Company's New York staff include the resignation of C. N. Hitchcock, formerly assistant to the president and latterly in charge of the miscellaneous publishing departments; the appointment of A. J. Putnam, for many years connected with the College Department of the Company, to the position of assistant to the president; the appointment of Richard M. Brett, formerly of the Mellon National Bank of Pittsburgh and the Bankers' Trust Company of this city, to the position of assistant treasurer.

### Communication

Frederick A. Stokes Company,  
443-449 Fourth Ave., New York,  
April 29, 1931.

Editor, *Publishers' Weekly*:

In the article regarding our Fiftieth Anniversary, which you were so good as to print, there was, to my great regret, no mention made of the important contributions to the work of this Company by Maynard A. Dominick, our treasurer, who has been with us for forty-nine years and who is today responsible for a great part of such success as we are having.

Henry F. Savage, whose recent death has saddened us all greatly, was for twenty-six years most helpful to our interests. Horace W. Stokes, our secretary, is becoming constantly more active and more valuable to the Company, and Brett Stokes, a Director for several years, is successfully in charge of our Pacific Coast business.

Acknowledgment should be made of the great debt the Company owes to department heads, who for from fifteen to twenty-five years have added distinction to the Company's name and furthered its progress: Emily P. Street, promotion de-

partment; Helen Dean Fish, children's books and library departments; Vernon Quinn, editorial department; J. Peter Seidel, manufacturing department; Edward G. Larson, order department. Many others have added their share for which they deserve credit but I will not trespass too greatly on your space.

FREDERICK A. STOKES.



*Richard Tilley*

### Obituary Notes

#### RICHARD F. TILLEY

RICHARD F. TILLEY, head of the selling department of Lothrop, Lee & Shepard Co., Boston, and a Director of the Company, died on May 17th. Mr. Tilley's whole active life was bound up with one publishing house. Beginning as an errand boy, Richard Tilley learned to pack and ship books, and rose to be foreman of the shipping-room. Billing machines then came into use, and he speedily taught himself to be a skilled operator, and was billing clerk for a number of years. When the time came to put a new man on the road, he went out excellently fitted for his new work through having a thorough knowledge of his line and an understanding of the requirements and practices of booksellers throughout the country. To these essentials were added pleasing personality and high character, together with unfailing loyalty to his only employer. When Louie W. Adams passed on in May, 1925, Mr. Tilley became head salesman, restricting his field to the larger cities as far west as

Chicago, and was active until the present season, when digestive trouble developed, requiring an operation early in March, from which he soon apparently rallied, only to weaken rapidly. The end came with unexpected suddenness. Mr. Tilley covered the trade in every important city in the United States during his career, and was a faithful attendant at conventions. In addition to selling, he had charge of arranging and placing much of the advertising, and was an excellent judge of the possibilities of manuscripts, the reading of one of which occupied his very last days. He is survived by a daughter.

### STERLING A. LEONARD

STERLING A. LEONARD, professor of English at the University of Wisconsin, was drowned in Lake Mendota at Madison, Wisconsin, on May 15. Professor Leonard was widely known as the author of a number of books dealing with the teaching of English and usage of the language. He also edited several collected works of poems and plays. Among Professor Leonard's books are "Poems of the War and the Peace," "Atlantic Book of Modern Plays," "Doctrine of Correctness in English Usage," "English Composition as a Social Problem," and "Reading for Realization of Varied Experience."

### Business Notes

BROOKLYN, N. Y.—Naborhood Store, 1418 Elm Ave., is out of business.

BURLINGTON, Vt.—Harry F. Allen is now sole owner of the business of Allen & Provost, having purchased the interests of the junior partner.

CALUMET, MICH.—Weidelman Music Company, 315 5th St., Chas. H. Weidelman, opened a small book department in March.

CHICAGO, ILL.—Dorothy Nelson Book Shop opened at 2450 E. 79th St., Dorothy Nelson proprietor.

CHICAGO, ILL.—The Book Cellar, 157 E. Ontario St., is out of business.

CHICAGO, ILL.—Chicago's Public Service Library, 7 W. Madison Ave., has been purchased by Mrs. F. Levitan.

FLUSHING, N. Y.—The Book Studio, Al Wilckes, formerly at 87 Fourth Ave., New York City, has located here at 102 Main Street.

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

THE last week in May brings very few new books to our shelves, but among them are some outstanding volumes both of fiction and non-fiction.

Will Durant's new book is "Adventures in Genius," in which he writes about some leaders in philosophy and literature, the hundred best books for an education, travel in Palestine, India and China, and some controversial problems. Along the line of biography are McCaleb's life of Theodore Roosevelt; "Nelson, Man and Admiral" by Kircheisen; and "Heinrich Heine," a critical examination of the poet and his works, by Walter. "Memoirs of a Terrorist" chronicles the adventures of Boris Savinkov, one of the leaders of the Revolutionist Terrorist Brigade under the old régime in Russia, who later led revolts and conspiracies against the Communists and was imprisoned by them.

A companion to the "Mystery Book," bound just like it, only in green instead of red, is Mary Roberts Rinehart's Romance Book, containing three of her most popular full-length novels. Other books of fiction to be noted are "Young Lady of Paris" by Colette, "Father" by Elizabeth, and "Starry Adventure" by Mary Austin. Mysteries are listed under Barrett, Evans, Freeman, Wright, and others. "Barely Proper" is a play to be read, not produced, by Cushing.

"Mexican Maze" by Beals, tells all there is to know about the country to the

south of us, and tells it in extremely interesting fashion, together with illustrations by Diego Rivera. Three small volumes that should have quick sales when prominently displayed are "The Bon Voyage Book," listed under "Old Salt," another useful book for the summer European traveler, "French à la Mode" by Patou, and "Postgraduate Contract Bridge" by Dernoot, which contains twelve really good pointers on the game. "Garden Clubs" is the first book on the subject that we have noted. See Speller. "By Dog Sled for Byrd" is another book of real adventure in the Antarctic, which may be sold either for adult or juvenile reading. Listed under O'Brien. "The Sex Factor in Marriage" by Wright, may well follow the sales-curve of "Married Love." Though without the publicity attendant on the publication of that book, it treats the same subject with equal frankness — and equal sanity.

Not to be overlooked—"Encyclopedia of Banking and Finance" by Munn, a new revised edition; also a revised and enlarged edition of "Old Cape Cod" by Bangs; a little volume of essays by Sir William Osler, the English physician whose biography was a best seller; "Plant Life through the Ages" by Seward; Allison. "A Guide to Historical Literature"; Richmond, "The Technique of Oil Painting"; Haney, "Business Forecasting," a Ginn book with a trade jacket.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

# The Weekly Record of May 30, 1931

**Accounting terminology; preliminary report of a special committee on terminology.** 134p. O [c. '31] N. Y., Century \$1.50  
This glossary is a result of ten years of research and study of present-day usage of words and terms by a special committee of the American Institute of Accountants.

**Acheson, Arthur**

Shakespeare, Chapman and Sir Thomas More; lim. ed. 280p. il. O '31 N. Y., Brick Row B'k Shop, 42 E. 50th St. \$3

**Allison, William Henry, and others, eds.**

A guide to historical literature. 1250p. O c. N. Y., Macmillan \$10.50

A classified, critical bibliography of the whole field of history, prepared at the suggestion of the American Library Association to meet the demands of the librarian, the general reader and the student of history. The other editors are Sidney Bradshaw Fay, Augustus Hunt Shearer and Henry Robinson Shipman.

**Arlitt, Mrs. Ada Hart**

The child from one to twelve; psychology for parents; rev. ed. of "The Child from One to Six"; introd. by Flora M. Thurston. 249p. il. D c. N. Y., Whittlesey House, McGraw Hill \$2

**Augustine, Saint, bp. of Hippo**

Confessions of St. Augustine; ed. by James M. Campbell and Martin R. P. McGuire. 267p. D '31 N. Y., Prentice-Hall \$2.50

**Austin, Mrs. Mary Hunter**

Starry adventure. 420p. D c. Bost., Houghton \$2.50

A sensitive boy finds that he must reshape his dreams and visions to meet the demands of the practical world. A story of New Mexico.

**Ballard, Frederick**

A rainy day; a comedy in three acts. 110p. il., diagrs. D (French's standard lib. ed.) c. '20-'31 N. Y., S. French pap., 75 c.

**Bangs, Mary Rogers**

Old Cape Cod; the land, the men, the sea; new ed., rev. and enl. 309p. il., maps O '31, c. '20, '31 Bost., Houghton \$3.50

**Barrett, Monte**

Murder off stage. 320p. D [c. '31] Ind., Bobbs-Merrill \$2  
Who killed Lila Vale, star of the Follies?

**Andrews, Andrew Irving, and Hertzell, Emanuel A.**  
Effect of smelter atmospheres on the quality of enamels for sheet steel. 18p. il. O (Ill. Univ. Engineering exp. sta. bull. 224) '31 Urbana, Ill. Univ. of Ill. pap., 10 c.

**Beck, Ernest G., ed.**

The practical engineer mechanical pocket book and diary for 1931 (with buyers' guide and technical dictionaries in French, Spanish and Russian). 724p. il. T (Oxford technical pub'ns.) [31] N. Y., Oxford 85 c.; fab., \$1

**Biddle, Harry C.**

Chemistry for nurses, including certain essential principles from inorganic, organic and biochemistry; a combined text and laboratory manual. 336p. (bibl.) il., diagrs. O c. Phil., F. A. Davis flex. fab., \$2.75

**Beals, Carleton**

Mexican maze; il. by Diego Rivera. 369p. O [c. '31] Phil., Lippincott \$3

A picture of Mexico and its life as it is today, in all its varied aspects, from a notebook of fifteen years spent there.

**Benson, Therese, pseud.**

The go-between. 270p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**Blumenthal, Walter Hart**

In old America; random chapters on the early aborigines. 96p. (bibl. footnotes) O '31 N. Y., Walton B'k Co. \$2

**Boole, George**

Differential equations; 4th ed. 731p. '31 N. Y., G. E. Stechert \$6

**Brand, Max**

Mystery ranch. 270p. D (Copyright fiction) [c. '28, '30] N. Y., Burt 75 c.

**Breckenridge, Gerald**

The radio boys with the air patrol. 256p. front. D (Burt's radio boys ser., 10) [c. '31] N. Y., Burt 50 c.

**Brooks, Amy [Mrs. W. Dexter Loomis]**

Princess Polly. 252p. il. D (Princess Polly ser., 1) [c. '10] N. Y., Burt 50 c.

**Brown, Beth**

Wedding ring. 317p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**Brown, William Henry**

Portrait gallery of distinguished American citizens, with biographical sketches and facsimiles of original letters [reissue of 1st ed., Hartford, 1845, lim. ed.]. 111p. F '31 N. Y., G. A. Baker & Co. \$35

**Bruce, Gustav Marius**

Ten studies on the Sunday school. 96p. (bibl.) D '31 Minneapolis, Augsburg Pub. House 60 c.

**Brussilov, A. A.**

A soldier's notebook, 1914-1918. 351p. il., maps O '31 N. Y., Macmillan \$7.25

**Buddhaghosa**

The path of purity; a translation of Buddhaghosa's Visuddhimagga by Pe Maung Tin; pt. 3, Of understanding; epilogue by Mrs. Rhys Davids. 412p. O (Pali Text Soc., translation ser., no. 21) '31 N. Y., Oxford \$3.50

**Black, W. H., and others**

Beef production and quality as affected by grade of steer and feeding grain supplement on grass. 44p. (bibl. footnotes) il., diagrs. O (U. S. Dept. of Agric., technical bull., no. 217) '31 Wash., D. C. Gov't. Pr. Off.; Sup't. of Doc. pap., 15 c.

**Bond, Earl D., M.D., and Appel, Kenneth E., M.D.**

The treatment of behavior disorders following encephalitis; an experiment in re-education. 163p. (bibl. footnotes) front., diagrs. O c. N. Y., Commonwealth Fund \$1.75

**Buller, Arthur Henry Reginald**

Researches on fungi; v. 4, Further observations on the Coprinus together with some investigations on social organization and sex in the Hymenomycetes. 342p. (bibl. footnotes) il., diagrs. O '31 N. Y., Longmans \$8.40

**Bull, Lois**

Broadway virgin. 280p. D [c. '31] N. Y.  
Macaulay \$2  
The life of a cigarette girl in a Broadway night club.

**Burton, John**

Trackless winds [verse]. 72p. front. (por.)  
O '31 San Francisco, Johnck & Seeger  
bds. \$3

**Cain, John Richard**

Principles and practice of hygiene; a textbook for college students. 265p. (3p. bibl.)  
il. (col. front.), diagrs. O [c. '31] Phil.,  
Blakiston \$1.75

**Cherubini, G., and Condon, Vesta Edith**

Curso practico de Espanol para principiantes.  
424p. D (Winston modern lang. ser.) '31 Phil.,  
Winston \$1.60

**Clayton, Petronilla**

Dancing desire. 288p. D (Internat'l fiction  
lib.) [c. '31] Cleveland, O., World Syndicate  
Pub. Co. 25 c.

**Colette, pseud. [Mme. Gabrielle Claudine  
Colette de Souvenal], and Willy, pseud.  
[Henry Gauthier-Billaris]**

Young lady of Paris; tr. by James Whitall.  
291p. il. D [c. '31] N. Y., Boni \$2.50  
The further adventures of Claudine in Paris conclude with her decision to marry the father of one of her admirers.

**Condon, Vesta Edith**

Juguetes modernos. 278p. il. T (Winston  
modern lang. ser.) '31 Phil., Winston \$1

**Constable, John**

The letters of John Constable, R.A., to  
C. R. Leslie, R.A., 1826-1837; ed. by Peter  
Leslie; introd. by Sir Charles Holmes. 308p.  
il. O [c. '31] N. Y., Richard R. Smith \$4.50  
A record of the friendship of two English artists.

**Corke, Helen**

A book of ancient peoples [juvenile]. 256p.  
il. D '31 N. Y., Oxford 95 c.

**Costello, Sister Mary Loretto**

The Sisters of Mercy of Maryland, 1855-1930. 265p. il. O '31 St. Louis, B. Herder \$3

**Cowles, Julia**

The diaries of Julia Cowles; a Connecticut record, 1797-1803; ed. from the original manuscripts in the possession of Anna Roosevelt Cowles, by Laura Hadley Moseley. 107p. il.  
O c. New Haven, Conn., Yale bds. \$2

A record of the life, from eleven years of age to her death at eighteen, of a young lady of quality of Farmington, Conn.

**Casberg, Carl Herbert, and Schubert, Carl Edward**

Investigation of core oils. 22p. il. O (Ill. Univ.  
Engineering exp. sta., bull. 221) '31 Urbana, Ill.  
Univ. of Ill. pap., 15 c.

**Cook, S. F., and Giragossintz, George**

Effect of low pressures on the respiration of animal tissues. 4p. (bibl. note) Q (Pub'ns. in physiology, v. 7, no. 15) '31 Berkeley, Cal. Univ. of Cal.  
Press pap., 25 c.

**Crocker, W. R.**

The Japanese population problem; the coming crisis. 240p. (13p. bibl.) O '31 N. Y.  
Macmillan

A discussion of the acute problem of Japan's rapidly increasing population in relation to her economic resources, and the question of her expansion. \$4

**Cushing, Tom [Charles Cyprian Strong Cushing]**

Barely proper; an unplayable play. 93p. il.  
D [c. '31] N. Y., Farrar & Rinehart \$1.50  
In which an English fiancé is abruptly introduced into a German family who belong to a nudist cult.

**Darwin, Charles Robert**

A naturalist's voyage around the world in H. M. S. Beagle. 536p. T (World's classics, no. 360) '31 N. Y., Oxford 80 c.

**Daudet, Alphonse**

Le petit chose; ed. by Clara H. Hoover.  
215p. il. S (Collection Doubleday-Doran)  
[c. '31] Garden City, N. Y., Doubleday,  
Doran 80 c.

**Davies, Norman De Garis**

The tomb of Ken-Amun at Thebes; 2 v.  
151p.; 7p. il. (col.) v. 1, Q; v. 2, F (Egyptian  
expedition pub'ns, v. 5) [c. '31] N. Y., Metropolitan  
Mus. bds., \$35; pap., \$30

**Dernoot, Julia van**

Postgraduate contract bridge; advanced  
points for advanced players. 60p. S [c. '31]  
N. Y., Century \$1  
An analysis of twelve fine points of the game.

**Dobinson, C. H.**

Earth and sky. 127p. il. O '31 N. Y., Macmillan  
\$1.75

**Durant, William James**

Adventures in genius. 443p. (bibl. footnotes)  
il. (pors.) O c. N. Y., Simon & Schuster \$4

Studies of great men in the fields of philosophy  
and literature and several essays on contemporary  
problems.

**Durell, Fletcher, and others**

The new day arithmetics; third yr.-eighth  
yr. various p. il. (pt. col.), diagrs. D [c. '30, '31]  
N. Y., C. E. Merrill

3rd-6th yrs., 68 c., ea.; 7th-8th yrs., 72 c., ea.

**Eddy, Myron F.**

Aircraft radio. 294p. il. O '31 N. Y., Ronald  
Press \$4.50

**Elizabeth, pseud. [Mary Annette Beauchamp  
Russell, countess Russell]**

Father. 339p. D '31, c. '30, '31 Garden City,  
N. Y., Doubleday, Doran \$2.50

When Father brought a new young wife home to tea one day Jennifer, his daughter, suddenly found herself free to do as she liked.

**Coxe, Warren W., and Cowen, Philip A.**

Educational needs of pupils in small high schools.  
63p. diagr. O (Univ. of State of N. Y. bull., no.  
969) '31 Albany, N. Y., Univ. of State of N. Y.  
pap., 20 c.

**Duddy, Edward A., and Revzan, David A.**

The supply area of the Chicago livestock market.  
111p. (bibl. footnotes) maps, diagrs. O (Studies in  
business administration, v. 2, no. 1, School of Commerce  
and Administration) [c. '31] Chic., Univ. of Chic.  
Press pap., \$1

**Engelhardt, Fred, and Edwards, Mary L.**  
Mathematics; 7th-9th yrs.; 3 v. various p. il. D '31 N. Y., Appleton  
7th and 8th yrs., 96 c., ea.; 9th yr., \$1.24

**Evans, Gwyn**  
Mr. Hercules; a tale of mystery and millions. 344p. D c. N. Y., Dial Press \$2  
A doctor with five millionaire patients suffering from boredom devises a plan to cure them.

**Evans, Joan**  
Pattern; a study of ornament in western Europe from 1180 to 1900; 2 v. 474p. il. Q '31 N. Y., Oxford \$50

**Finley, Martha [Martha Farquharson, pseud.]**  
Elsie's children; complete authorized ed. 323p. D (Famous Elsie b'ks, 6) [c. '77, '05] N. Y., Burt 50 c.  
Elsie's motherhood; complete authorized ed. 352p. D (Famous Elsie b'ks, 5) [c. '76-'18] N. Y., Burt 50 c.

**Firdausi**  
The Shah-Namah of Firdausi; the book of the Persian Kings; described by J. V. S. Wilkinson; introd. by Laurence Binyon. 106p. il. F '31 N. Y., Oxford \$16

**Foot, Elizabeth Louisa**  
The church library; a manual. 63p. D [c. '31] N. Y., Abingdon 75 c.  
How to build up and run a church school library.

**Footner, Hulbert**  
Trial by water. 321p. D [n. d.] N. Y., Farrar & Rinehart \$2  
Monty Dixon and Hal Green jumped out of the windows of the sleeping-car that sheltered their hunting entourage, right into adventure in the heart of the Louisiana bayous.

**Fournier, Alain**  
Le grand Meaulnes; the first part adapted by G. I. Dunn. 139p. S (Oxford Clarendon French ser.) '31 N. Y., Oxford 75 c.

**Freeman, Martin Joseph**  
The murder of a midget. 272p. D (Dutton clue mystery) [c. '31] N. Y., Dutton \$2  
A mystery story laid amid scenes of circus life. The Dutton prize clue mystery for June.

**Freeman, Richard Austin**  
The mystery of 31, New Inn. 318p. D (Copyright fiction) [30] N. Y., Burt 75 c.

**Fuller, Hugh N., and others**  
Criminal justice in Virginia. 204p. (bibl. footnotes) map, diagrs. O (Univ. of Va. Inst. for Research in Social Sciences, monograph no. 10) [c. '31] N. Y., Century \$2.25

**Gearon, P. J.**  
Catholicism: a religion of common sense; 2nd ed. 215p. O '31 St. Louis, B. Herder \$1.35

**Eugene, Brother**  
The Eugene speller; vs. 3-5. '31 N. Y., W. H. Sadlier bds., 25 c. ea.

**Feis, Herbert**  
Studies in world economy; no. 3, The International trade of Manchuria. 61p. (bibl. footnotes) map, diagrs. D (Internat'l. Conciliation, no. 269) '31 N. Y., Carnegie Endowment for Internat'l. Peace pap., 5 c.

**Food Research Institute**  
Survey of the wheat situation, December, 1930, to

**George, Marian M.**  
A little journey to Holland, Belgium and Denmark; rev. ed. 206p. il. D (Little journey ser.) '31 Chic., A. Flanagan 76 c.

**Goodman, Henry, and Carpenter, Bruce**  
Stories of the city. 338p. D (Modern Amer. ser. of English texts) '31 N. Y., Ronald Press \$2

**Gordon, F. G.**  
Through Basque to Minoan; transliterations and translations of the Minoan tablets. 86p. O '31 N. Y., Oxford \$3.75

**Gray, Alexander**  
The development of economic doctrine; an introductory survey. 384p. (bibl. notes and footnotes) D '31 N. Y., Longmans \$2  
The author is professor of political economy in the University of Aberdeen.

**Greenberg, Jacob, ed.**  
French stories for beginners. 197p. il. S [c. '31] N. Y., C. E. Merrill 80 c.

**Gregory, Joshua C.**  
A short history of atomism. 258p. diagrs. O '31 [N. Y., Macmillan] buck., \$3.50  
The origins and growth of changing atomic theories from the conceptions of Democritus in the 5th century B.C. to the thought and discovery of Eddington and Jeans.

**Grove, Harriet Pyne**  
Betty Lee, freshman. 254p. front. D (Betty Lee ser., 1) [c. '31] N. Y., Burt 50 c.  
The Camp Fire Girls of Wyandotte Camp. 254p. front. D (Camp Fire Girls ser., 11) [c. '31] N. Y., Burt 50 c.  
The Girl Scout's problem solved. 249p. front. D (Girl Scout ser., 11) [c. '31] N. Y., Burt 50 c.

**Guggenberger, A.**  
A general history of the Christian era; v. 2, The Protestant revolution; 16th ed. 472p. maps (col.) O '31 St. Louis, B. Herder \$2.25

**Haney, Lewis Henry**  
Business forecasting. 392p. (bibl.) diagrs. O [c. '31] [Bost.] Ginn fab. \$3.40  
The principles and practice of forecasting business and stock-market trends with especial reference to business cycles.

**Hart, A. B., and Schuyler, W. M., eds.**  
The American year book 1930. 887p. D '31 N. Y., Amer. Year B'k Corp., 229 W. 43rd St. \$7.50

**Hart, Bernard**  
The psychology of insanity; 4th ed. 202p. (bibl.) S c. N. Y., Macmillan \$1.25

March, 1931. 50p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 7, no. 6) c. Stanford Univ., Cal., Author pap., \$1

**Gauss, Harry, M.D., and Gauss, E. V.**  
Clinical dietetics; a textbook for physicians, students and dietitians. 490p. (bibl.) il. O c. St. Louis, C. V. Mosby \$8

**Graded memory course for Ev. Luth. Sunday-schools;**  
pt. 3, Intermediate and senior departments. 15p. S '31 St. Louis, Concordia Pub. House pap., 5 c.

**Hartmann, William**

Hartmann's international directory of psychic science and spiritualism, 1931; 2nd ed. 156p. O c. '31 Jamaica, N. Y., Occult Press, P. O. Box 43 \$1

**Hatfield, Victor Murray**

The old home town, and other poems. 209p. S c. Winona Lake, Ind., Park Pub. Co. \$1.50

**Hayden, Rev. Horace E.**

Virginia genealogies [reprint in larger type of 1891 ed.]. 776p. O '31 Wash., D. C., The Rare Book Shop, 822 17th St., N.W. buck., \$25

**Herford, R. Travers**

Pirke aboth; 2nd rev. ed. [ethics]. 194p. O '31 N. Y., Bloch Pub. Co. \$2

**Hopwood, John A.**

Freddie the clown [juvenile]. 36p. il. (col.) Q [c. '31] Chic., M. A. Donohue \$1

**Hotten, John Camden, ed.**

The original lists of persons of quality; emigrants; religious exiles; political rebels; etc., who went from Great Britain to the American Plantation, 1600-1700 [reissue of 1st ed., London, 1874, lim. ed.]. 612p. Q '31 N. Y., G. A. Baker & Co. buck. \$10

**Hulvey, Charles Newton, and Wandel, William Hamlin**

Workmen's compensation and automobile liability insurance in Virginia. 217p. (3p. bibl.) O (Univ. of Va. Inst. for Research in Social Sciences, monograph no. 11) c. N. Y., Century \$2.25

**Humphrey, Seth King**

Following the prairie frontier. 264p. front. O [c. '31] [Minneapolis] Univ. of Minn. Press \$2.50

Pioneer life in the Middle West during the first forty years after it became "white man's country," as the author saw it while traveling as the confidential agent of a farm mortgage company.

**Hurst, Fannie [Mrs. Jacques S. Danielson]**

Five and ten. 339p. D (Copyright fiction) [c. '29] N. Y., Burt 75c.

Procession. 287p. D (Copyright fiction) [c. '29] N. Y., Burt 75c.

**Ingoldsby legends, The.** 559p. il. D (Cardinal ser.) '31 N. Y., Macmillan lea., \$5, bxd.

**Harper, Elsie D.**

Out of a job; proposals for unemployment insurance. 52p. (bibls.) diagr. O c. N. Y., Womans Press pap., apply

**Herrick, C. Judson**

An introduction to neurology; 5th ed. rev. 417p. il. '31 Phil., Saunders \$3

**Histomap (The); four thousand years of world history** [col. chart]. [n.d.] Chic., Rand, McNally \$1, in envelope

**Huddy, Xenophon P.**

Encyclopedia of automobile law; v. 7-8; 9th ed. (permanent ed.) 413p. O '31 Albany, N. Y., M. Bender \$60, set

**Hunter, C. L.**

Sketches of western North Carolina; 2nd ed. 356p. il. O '31, c. '77 Raleigh, N. C., Edwards & Broughton \$5

**Immaculata, Sister M.**

Permanence of improvement and the distribution of learning in addition and subtraction. 81p. (3p. bibl) O (Catholic Univ. of Amer., Educational research bulls., v. 5, nos. 9 and 10) [c. '31] Wash., D. C., Catholic Educ. Press pap., apply

**Keyes, Rowena Keith**

Lives of yesterday and today; educational ed. 316p. il. D '31 N. Y., Appleton \$1.36

**Kircheisen, Friedrich Max**

Nelson, man and admiral; tr. by Frederick Collins. 288p. il. O [c. '31] N. Y., Duffield \$3.75

A biography of the English naval hero by a German professor.

**Kitson, C. H.**

Rudiments of music for junior classes. 80p. D '31 N. Y., Oxford \$1

**Knox, Raymond Collyer**

In lumine Tuo. 211p. D c. N. Y., Columbia Univ. Press \$2

Addresses, chiefly on the life and principles of Jesus, which were delivered in daily services in Saint Paul's Chapel, Columbia University.

**Kyne, Peter Bernard**

Never the twain shall meet. 375p. il. D (Popular copyrights) [c. '23] N. Y., Grosset 75c.

**Landon, Herman**

Death on the air. 320p. D (Copyright fiction) [c. '29] N. Y., Burt 75c.

**Lavell, Edith**

Linda Carlton, air pilot. 246p. front. D (Linda Carlton ser., 1) [c. '31] N. Y., Burt 50c.

**Lavine, Emanuel H.**

"Gimme," or, How politicians get rich. 298p. O [c. '31] N. Y., Vanguard Press \$2.50

The story of New York graft as seen by a newspaperman.

**Le Massena, Clarence Edward**

The Ring of the Nibelung; modernized version of the Wagnerian tetralogy. 176p. front. S c. '30 N. Y., Mohawk Press \$1

Formerly published by the author.

**Lee, Ella Dolbear**

Jean Mary's adventures. 243p. front. D (Jean Mary ser., 1) [c. '31] N. Y., Burt 50c.

**Lindworsky, Johannes**

Experimental psychology; tr. by Harry R. De Silva. 425p. (bibls.) O c. N. Y., Macmillan \$3.75

The author is head of the psychology department in the German university at Prague.

**Jacobs, Melville**

A sketch of northern Sahaptin grammar. 204p. map O (Pub'n. in anthropology, v. 4, no. 2) '31 Seattle, Wash., Univ. of Wash. Press pap., \$2

**Kehl, Robert Joseph**

Oxy-acetylene welding practice [3rd ed.] 104p. il. diagrs. O '31, c. '17-'31 Chic., Amer. Technical Soc. \$1

**Kratz, Alonzo Plumstead, and others**

Flow of liquids in pipes of circular and annular cross-sections. 28p. il. O (Ill. Univ. Engineering exp. sta. bull., no. 222) '31 Urbana, Ill., Univ. of Ill. pap., 15c.

**Kushnir, V. J.**

Polish atrocities in the West Ukraine; an appeal to the League for the rights of man and citizen. 70p. il., map O '31 [Winnipeg, Man. Ukrainian Self-Reliance League of Canada, P.O. Box 3761] pap., apply

**Leland, R. G., M.D.**

The costs of medical education; students' expenditures. 22p. diagrs. O [c. '31] Chic., Amer. Medical Ass'n. pap., apply

**Lunn, Arnold Henry Moore**  
The flight from reason; foreword by S. Parkes Cadman. 328p. O '31 N. Y., Dial Press \$3.50

**Macaulay, Frederick R.**  
The smoothing of time series [statistical method]. 172p. diagrs. O '31 N. Y., Nat'l Bur. of Economic Research \$2

**Macbeth, Alexander Killen**  
Organic chemistry, for medical intermediate science and pharmaceutical students; 2nd ed. [rev.]. 310p. diagrs. D '31 N. Y., Longmans \$2.80

**McCaleb, Walter Flavius**  
Theodore Roosevelt. 395p. (bibl.) O c. N. Y., Boni \$4  
An impartial biography, based largely on original sources.

**McClorey, Rev. John A.**  
The brazen serpent [sermons, 4th ed.]. 190p. O '31 St. Louis, B. Herder \$1.50

**McClure, Mrs. Marjorie Barkley**  
The price of wisdom. 334p. D (Copyright fiction) [c. '26] N. Y., [Burt] 75 c.

**McConnell, Charles M.**  
The rural billion. 179p. (4p. bibl.) map D [c. '31] N. Y., Friendship Press  
bds., \$1; pap., 60 c.  
On rural life in many countries of the world and its improvement through mission work.

**Macgillivray, Rev. G. J.**  
The way of life; an introduction to the Catholic religion. 286p. (3p. bibl.) D [n. d.] N. Y., Macmillan \$2.50

**McHugh, Mary A.**  
Echoes of the great war [verse]. 29p. D [c. '31] Bost., Christopher Pub. House \$1.25

**McKown, Harry Charles**  
Commencement activities. 324p. (3p. bibl.) front, D c. N. Y., Macmillan \$2.50  
Suggestions for the material and methods of commencement exercises in both elementary and secondary schools, by a professor of secondary education in the University of Pittsburgh.

**McMichael, Stanley L.**  
Appraising manual [real estate]. 431p. (bibl.) diagrs. D '31 N. Y., Prentice-Hall  
flex. lea., \$5, bxd.

**McMurtrie, Douglas Crawford**  
The first printing in Manitoba [lim. ed.]. 23p. (bibl. footnote) il. O '31 Chic., Eyncourt Press  
pap. 50 c.

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**McIndoo, Norman Eugene**  
Tropisms and sense organs of Coleoptera. 70p. O (Miss. coll., v. 82, no. 18) '31 Wash., D. C., Smithsonian Inst. pap., 40 c.

**Maier, Walter A.**  
The Jeffersonian ideals of religious liberty; address delivered at the University of Virginia, at Charlottesville, August 9, 1930. 22p. D '31 St. Louis, Concordia Pub. House  
pap., 15 c.

**Matthews, Mary Alice, comp.**  
The cost of war and preparedness for war; select list of books, pamphlets, and periodical articles on the direct and indirect costs of war. 20p. O (Reading list no. 31) '31 Wash., D. C., Carnegie Endowment for Internat'l. Peace Lib., 700 Jackson Pl.,  
pap., apply

**An article reprinted from the *Printing Review of Canada*.**

**Magic-mirror (The);** being the complete fortune-teller of Michael Nostradamus. 162p. front. D c. N. Y., Zend Avesta Pub. Co., 69 5th Ave. bds., \$1

**Malcolm, Ian**  
Trodden ways, 1895-1930. 299p. il. O '31 N. Y., Macmillan \$5

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Drake's radio cyclopedia; 4th ed. 1000p. il., diagrs. O [c. '31] Chic., F. J. Drake \$6

**March, Harold, ed.**  
Types of the French short story, nineteenth century. 274p. S '31 N. Y., Nelson \$1.50

**Marshall, Edison**  
The missionary. 288p. D (Copyright fiction) [c. '29, '30] N. Y., Burt 75 c

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Insanity as a criminal defence; foreword by Chief Justice Greenshields. '31 Montreal, P. Q., Burton's, Ltd., 1243 St. Catherine St., W. \$2.50

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Principles of home nursing; a textbook for college students; 3rd ed. rev. 303p. (bibl.) il. D '31 Phil., Saunders \$2

**Moll, Ernest G.**  
Native moments, and other poems. 68p. D c. Portland, Ore., Metropolitan Press, 40 N. 9th St. bds., \$1.50  
The author is assistant professor of English in the University of Oregon.

**Morris, Robert Tuttle**  
Nut growing; rev. 240p. il. D '31, c. '21, '31 N. Y., Macmillan \$2.50

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Raging waters. 153p. il. D [c. '31] Nashville, Tenn., Cumberland Presby. Pub. House, 117 8th Ave., S. \$1  
A story with the Delta flood of 1927 as a background.

**Munn, Glenn G.**  
Encyclopedia of banking and finance [3rd. ed. rev.]. 773p. (bibl.) Q '31, c. '24-'31 N. Y., Bankers Pub. Co. buck., \$10

**Nida, William Lewis**  
Dan-Hur and the first farmers. 256p. il. (col.) D (Story of man, bk. 4) [c. '31] Chic., Laidlaw Bros. \$1.25  
A story of primitive nomad tribes, for children.

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History teaching and school text-books in relation to international understanding; select list of books, pamphlets, and periodical articles. 14p. O (Reading list no. 29) '31 Wash., D. C., Carnegie Endowment for Internat'l. Peace Lib., 700 Jackson Pl.  
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Iowa today [yearbook of facts]. 219p. il. (pt. col.), maps, diagrs. O c. '31 Marquette, Ia., Iowa Today \$2; pap., \$1

**Nortis, Frank**

Frank Norris of "The Wave"; stories and sketches from the San Francisco weekly, 1893 to 1897; foreword by Charles G. Norris; introd. by Oscar Lewis; lim. ed. 260p. il. O '31 San Francisco, Westgate Press bds. \$10

**Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]**

Margaret Yorke. 313p. D (Copyright fiction) [c. '23, '30] N. Y., Burt 75 c.

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Meg of Mystery Mountain [cheaper ed.] 311p. front. D (Grace May North b'ks for girls, 1) [c. '26] N. Y., Burt 50 c.

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A guide to the language and customs of the country, for the tourist, written in conversational form in chapters entitled, "The arrival at the hotel," "Department stores," "At the hair-dresser's," etc.

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Diabetes; its treatment by insulin and diet; a handbook for the patient; 5th rev. and enl. ed. 231p. il., diagrs. D '31, c. '24-'31 Phil., F. A. Davis \$2

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Mary Roberts Rinehart's romance book. 1102p. il. D [c. '14-'18] N. Y., Farrar & Rinehart \$2

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**Physicians of the Mayo Clinic and Mayo Foundation; v. 2. 555p. il. (pors.) '31 Phil., Saunders \$7**

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A new short grammar of the Greek Testament, for students familiar with the elements of Greek. 468p. (8p. bibl.) D c. N. Y., Richard R. Smith \$2.50

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The memoirs of a Russian who led the Terrorist Brigade under the old régime, later led revolts against the Communists, and was imprisoned for life by them.

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Essay and general literature index; pt. 1, January, 1931, and index to 6350 essays and articles in 284 volumes of collections of essays and miscellaneous works. various p. O '31 N. Y., H. W. Wilson Co. subscription \$2

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Enjoying poetry in school. 282p. D (Johnson's educ. ser.) [c. '31] Richmond, Va., Johnson Pub. Co. \$2

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The authors of this study of the art of poetry, designed as a textbook, are assistant professors of English in the University of Notre Dame.

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Liaison. 624p. O '31 Garden City, N. Y., Doubleday, Doran \$5

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Garden clubs: their activities and organization. 171p. il. O c. N. Y., Mohawk Press \$2.50

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Fact and story readers; b'k 5. 480p. il. (pt. col.) D [c. '31] N. Y., Amer. B'k 92 c.

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American first editions and their prices, 1931; a checklist of the foremost American first editions from 1640 to the present day; together with a few prefatory remarks [lim. 2nd. ed.]. 129p. il. S c. Chic., Black Archer Press, 808 N. Clark St. \$10

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The secret of Sea Dream House; a novel. 340p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

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## Old and Rare Books

Frederick M. Hopkins

THE recent purchase of rare books, including several Caxtons, from the library belonging to the Dean and Chapter of York, has resulted in the organization of Friends of the National Libraries, whose chief task will be to try and prevent the export of these treasures, now going largely from England to the United States. Sir Frederick Kenyon, for many years director and principal librarian of the British Museum, is chairman of this organization, which will be on the alert whenever any literary treasure makes its appearance in an auction room to find the price necessary to retain it at home. It is claimed by authorities connected with this new organization that since the World War Americans have expended \$150,000,000 in the acquisition of works of art, and that a single American dealer has purchased rare books, at public and private sale, amounting to over \$10,000,000. Both Premier MacDonald and Ex-Premier Stanley Baldwin are keenly interested in the new organization. It will be remembered that Mr. MacDonald proposed such an organization some time ago. In Mr. Baldwin's view there is grave risk that England may suffer the loss of spiritual things as it is now suffering in material things. He says: "I heartily endorse the appeal which has been issued calling in aid the generosity and enthusiasm of those interested in such matters to save for the national libraries books and manuscripts which otherwise might be

lost forever." Lord Riddal, who became so well known in this country when he acted as official spokesman of the British delegation at the Washington Conference, is treasurer of this "watchdog" organization. That this new organization will result in livelier competition must be taken for granted, but when American collectors are really interested they are quite likely to pay the price necessary to secure what they want. This has been one of their outstanding characteristics since James Lenox was actively collecting three-quarters of a century ago.

THE auction season of the American Art Association Anderson Galleries, Inc., has closed with the record of 63 sales conducted between October 13, 1930, and May 6, 1931, comprising 120 sessions in all, with a total of \$3,575,893.50 for the season, an average of \$29,799 per session. The figure for the previous year represented 65 sales and 166 sessions, and a total of \$4,603,253.20. Of the season just ended \$1,974,747.50 was realized for art objects, including tapestries, rugs, furniture, decorations, porcelains, etc.; \$933,419.50 for paintings; \$525,792 for books and autographic material; and \$141,934.50 for prints and etchings. This is about 90 per cent of the preceding season, for books and autographs. The John P. Kane sale in February, which realized \$53,753, made some notable new records in the sale

of first editions of American authors, among them \$3,200 paid for the first edition of James Fenimore Cooper's "The Last of the Mohicans"; and \$1,950 for a first edition of Mark Twain's "Tom Sawyer." Another important advance was \$2,900 paid for a complete set of *The Sporting Magazine*, which brought less than one-half this figure only a few years ago. The high figure of \$23,000 was paid for an important Jefferson letter by Dr. Rosenbach in the Merryweather sale. Close analysis of the sales of books and autograph material reveals a very strong resistance to the existing financial depression, not only in the number of sales but in the many high figures and frequent new high records established. Possibly the fact that collectors in acquiring books and manuscripts are able to keep high values in small space may have something to do with it. Another important factor may be the increasing scarcity of extremely desirable items, caused by their constant diversion to libraries, museums and similar institutions.

THE Rare Book Department of Columbia University Library in cooperation with the American Institute of Graphic Arts and the Institute of Czechoslovak Studies opened on May 22nd an exhibition of Modern Books and Posters of Czechoslovakia in Schermerhorn Hall, Fifth Floor. The exhibition will remain on view until June 15th. At the opening, Dr. Joseph Lavicka, Acting Consul General of Czeschoslovakia, Vojetch Preissig of Prague and Professor C. A. Manning spoke. The exhibition was brought together by "Typografia," the leading graphic arts association of Prague, at the request of W. A. Kittredge of the Lakeside Press, where the books were first shown.

THE auction season in this country is closing early. In London, as usual, the season will be much longer, ending probably in July. Many important sales are yet to be held. On June 8, 9 and 10 an important sale made up of selections from many consignments will be dispersed. It comprises presentation copies of the works of Oscar Wilde and other English authors; the Second and Fourth Folios of

Shakespeare; a large and important collection of naval papers of the Napoleonic period; an A.L.S. of Abraham Lincoln expressing strong views on the conduct of the press; a valuable collection of American letters and documents including letters of the Signers of the Declaration of Independence; letters of Oscar Wilde, Thomas Hardy, S. T. Coleridge and Robert Burns; and Persian and Indian drawings and manuscripts. The interest in English sales still shown by collectors and the rare book trade in this country encourage the hope that the summer sales will meet with satisfactory success.

KEATS'S old residence in Hempstead, known as Wentworth Place, where he lived for two years before he went to Rome, hoping that he might recover from the illness that caused his death shortly after, has been undergoing a thorough restoration, and a new building to house the Keats Museum is nearly completed and will be opened to the public on July 16, according to present plans. The rooms remain almost as Keats knew them, contemporary furniture has been acquired and an endeavor has been made to capture the spirit of the young poet's home. Among the items in the museum of special interest to the Keats collector are a first edition of "Endymion," the poet's own copy, and twenty-eight letters bequeathed to the Hempstead Public Library by Sir Charles W. Dilke, a grandson of Keats's friend and neighbor when he resided in Wentworth Place. American admirers of Keats have taken a keen interest in the restoration of his home and the establishment of the Keats Museum and will be glad to know that the undertaking is so near completion.

THE death of Timothy Cole marks the end of a brilliant chapter of American art. Although English by birth he came to America at an early age and for more than a quarter of a century was the leading wood engraver working under A. W. Drake, art director of *The Century Magazine*, and founder of the American school of wood engraving. For twenty-eight years Mr. Cole, under the direction of Mr. Drake, produced a block a month, which gave him an unparalleled acquaintance with Italian,

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Spanish, Dutch, Flemish, French and English painters, and his work a volume and breadth never equalled by any other wood engraver. Artist's proofs of most of his blocks, generally very limited in number, are in existence, and these will be much sought after and treasured in years to come. The collector who has already made his selection is in luck, for there is sure to be lively competition in this field in the near future.

THE current catalog from Goodspeed's Book Shop, of Boston, contains 260 items, mainly first editions of American authors. Among the rarer lots are Louisa M. Alcott's "Little Women," 1869, \$675; Stephen Crane's "The Red Badge of Courage," 1895, \$200; Emily Dickinson's "Letters," 2 vols., 1894, \$40; Bret Harte's "The Luck of Roaring Camp" 1870, \$225; Oliver Wendell Holmes' "The Autocrat of the Breakfast-Table," 1858, \$85; James Russell Lowell's "A Fable for Critics," 1848, \$100; Herman Melville's "Moby-Dick," 1851, foxed, \$450, and Donald G. Mitchell's "Reveries of a Bachelor," 1850, back strip torn, presentation copy from the author, \$85.

J. C. KELLER, State Teachers' College, California, Penn., a regular reader of the *Publishers' Weekly*, asks for information in regard to Thomas Buchanan Read. He says: "When and where did Harriet Dennison Read, the widow of Thomas Buchanan Read, die? Did Read leave a will? If so, was she appointed executrix? What has happened to Read's paintings? Are any of them in the galleries of this country? Any information about Read, the poet, and the painter, and his paintings will be greatly appreciated."

A CABLEGRAM from Rio de Janeiro, Brazil, reports the discovery of a copy of the Gutenberg Bible among the art treasures of the Brazilian Government, now in the library of the National Museum. Critics have given it a careful examination and pronounce it a fair and genuine copy of the original edition printed at Mainz in 1455, the first book printed from movable type.

## Auction Calendar

Friday afternoon, June 5, at 2 o'clock. Americana, including western voyages and travels, first editions, town histories, genealogies, etc. (No. 7; Items 320.) Frank J. Wilder, Room 410, Huntington Chambers, 30 Huntington Ave., Boston, Mass.

## Catalogs Received

Americana, incunabula, holzschnittbücher. (No. 45; Items 232.) Karl & Faber, Max-Josef-Strasse, 7, München, Germany.

Ancient and modern rare books. (No. 116; Items 466.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Books, including many scarce and interesting items selected from recent purchases. (No. 64; Items 861.) William J. Campbell, 223 South Sydenham St., Philadelphia, Pa.

Books in various lines suited for the booklover, the reader and the collector. (Items 185.) Stanley O. Bezan, 1 Court St., Boston, Mass.

Books, old and modern. (No. 64; Items 492.) Robert D. Stedman, 17 Saville Row, Newcastle-on-Tyne, England.

Books, rare and choice. (Items 200.) A. & W. Head, Inc., 21 Broadway, New Haven, Conn.

Books from a private library. Walter M. Hill, 25 East Washington St., Chicago, Ill.

Books, maps and engravings relating to South and Central America. (Items 877.) Francis Edwards, Ltd., 83 High St., Marylebone, W. 1, London, England.

First editions and rare books. (No. 207; Items 260.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Johnsoniana and other English literature. (No. 136; Items 260.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

Literature, mainly English and American, including some quaint and unusual books. (No. 83; Items 982.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Pamphlets, maps, etc., relating to the American War of Independence. Henry Stevens, Son & Stiles, 39 Great Russell St., London, W. C. 1, England.

Rare books, first editions, Americana. (Items 128.) R. B. S., 547 St. Marks Ave., Westfield, N. J.

Rare books, first editions, coins, etc. (Items 409.) Southern Art Galleries, Station F, New Orleans, La.

Rare speeches and other pamphlets, mainly first editions on all subjects. (No. 306; Items 326.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Scarce books on Free Masonry, mostly first editions. Nelson L. Finch, Broadalbin, N. Y.

Scarce, rare and extremely rare books. (Items 31.) Robert W. Lull, 1 Chapel St., Newburyport, Mass.

Standard juveniles, bound for library and school use. H. R. Hunting Co., Springfield, Mass.

Students' second-hand law books. Illinois Book Exchange, 337 West Madison St., Chicago, Ill.

Superstition and rationalism. (No. 995; Items 280.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.

Topography, Southern, Western and Southwestern Counties and Wales. (No. B11; Items 519.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

Typography. (Items 127.) Birrell & Garnett, Ltd., 30 Gerrard St., London, W. 1, England.

U. S. geological annual reports, mineral industry, professional papers, monographs, Smithsonian reports, etc. (No. 308; Items 503.) The Shepard Book Co., 408 South State St., Salt Lake City, Utah.

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 Marshall, John. *Constitutional Decisions.* Ed.  
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 The Federalist. Chicago. 1894.  
 Fisher. Digest of Reported Eng. Cases. 1872.  
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 Saint John's Law Review. Brooklyn, N. Y.  
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 Maine Law Review. Vol. 4, nos. 5 and 6.  
 Columbia Law Times. N. Y. Vol. 5.  
 De Wolfe. Pawnee Bill. 1902.  
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 Dreiser. *Sister Carrie*. N. Y. 1900; Dodge ed. 1907, and later Dodge eds.; *Hand of the Potter*, 1918; *Plays of the Natural and Supernatural*, N. Y., 1916; *Hoosier Holiday*, N. Y., 1916. Also Harper ed. of *Sister Carrie*, 1912.

Lewis. *Hike and the Airplane*, 1912; *Innocents*, 1917; *Trail of the Hawk*, 1915; *Man Trap*; *Main Street*; *Babbitt*; *Arrowsmith*. All 1sts in fine condition only.

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King and Knave. Author unknown.

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PANURGE PRESS, 100 FIFTH AVE., NEW YORK. Bibliographies, Glossaries, Catalogues, Lists, etc., of erotic or curious books in any language. Books pub. by Charles Carrington of Paris. Dr. Caufeynon. *La Ceinture de Chastete. The Secrets of Women.* Paris. 1899. Buret. Syphilis. Remondino. History of Circumcision.

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 Drayton. *Memoirs of the American Revolution*. 2 vols. Boards. Uncut. Charleston. 1821.  
 Mante. *History of the Late War in North America*. London. 1772.  
*Comic Latin Grammar*.  
 Keim. *Lafayette the Man of Two Worlds*. Wash., 1902.  
 Clayburn, Herbert. *William Clayburn of Virginia*.  
 Weyl, Walter. *America Coming of Age* (?).  
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## Forthcoming Issues

❖ ❖ ❖ The feature article of next week's issue will be Maxwell Aley's article, "How Large Is Our Book Reading Public?" This statistical analysis should be of unusual interest to all in the trade. In the Bookmaking Department of this issue will appear, for the first time, Evelyn Harter's monthly department, "Full Trim: A Bias on Current Bookmaking." Miss Harter is production manager for Cape & Smith and writes with wit and acumen on bookmaking developments. Carl Purington Rollins and Caresse Crosby are the subjects of two portrait sketches to appear in the same department. ❖ ❖ ❖

❖ ❖ ❖ On May 22nd, the day after the Philadelphia Convention, one of the most interesting trade luncheons of recent months was held at the Publishers' Ad Club. At this luncheon six prominent booksellers told the assembled publishers' advertising managers what was wrong with book advertising. In an early June issue Lynn Carrick, president of the Publishers' Ad Club, will interpret the meeting in an article to be called "Publishers' Advertising." ❖ ❖ ❖

❖ ❖ ❖ The leading article in the Staple Stock Department of the June 15th issue will be one on Camping Books, contributed by the bookshop at Abercrombie & Fitch, New York. ❖ ❖ ❖

❖ ❖ ❖ In the Children's Book Supplement of June 27th will appear an article by Helen Owen Newton. There will also be a symposium on juvenile rental library work.

**The Publishers' Weekly**  
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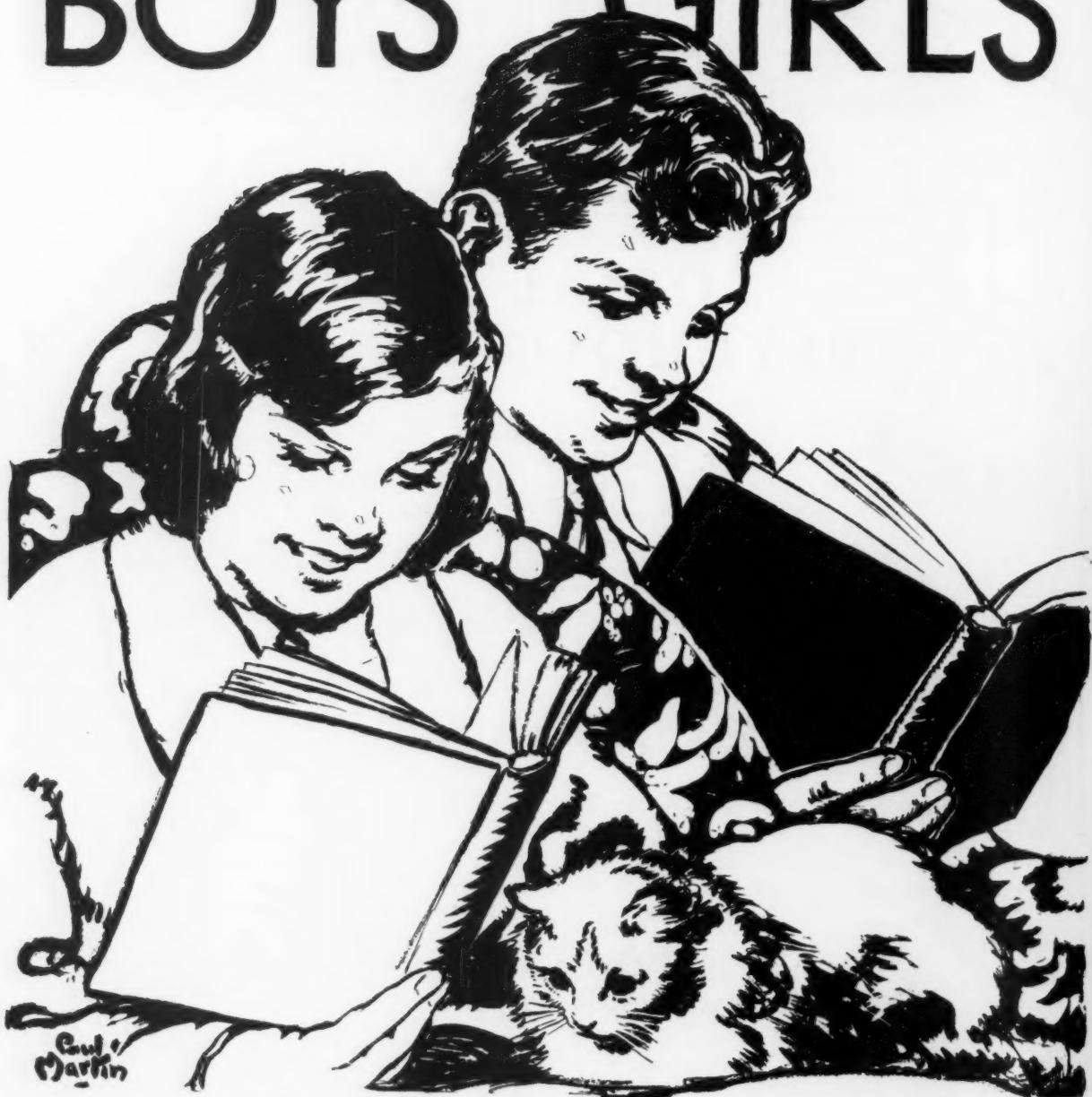
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